

Jordan, Amman

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Ramzi Al-Arabi

Profile

32 year old conceptual creative director and designer with 12 years professional experience working across different media and design disciplines for a vast range of clients in a variety of industries.

Key Skills

- Design and Art Direction
- Typography and Photography
- Campaign Conception and Delivery
- Branding and Visual Identity
- Conception, Art Direction, and Design for Film, Radio and Motion Graphics
- Team Mentoring and Leadership
- Client Liason, Pitching and Presentations
- Copyrighting (Arabic and English)
- Comprehensive knowledge of print media production and pre-press.

Experience

Jan 09 – Present Modernity/Irbid Mall Irbid, Jordan
Creative Director

Conceptual Creative Director and Designer working as a senior member of a retail company creating strategic campaigns, design for print, motion graphics and interactive installations.

- Helped creating opportunities for new initiatives to drive Brand forward through images and marketing communications.
- Designed and oversee promotional activities, website and business presentations.
- Handled planning, budgeting, scheduling and overseeing progress of multiple projects.
- Developed brand positioning and design strategies across all platforms of corporate communications, corporate branding and identity, product branding, packaging and retail environments.

May 08 – Jan 09 E-Portal Holding Co. Kuwait, Kuwait
Creative Director

Creative Director working as a senior member of an Information Technology, building their websites and marketing collaterals side-by-side with developing branding strategies and advertising campaigns.

- Prepared artworks for print using dye-cuts, bleed, spot colors...
- Built and maintained a strong relationship with printing houses and

advertising agencies.

- Art directed and designed the group's websites.
- Art directed and designed marketing collaterals and brand guidelines.
- Designed an integrated campaign to restore the company's name in clients' minds and open new business opportunities.

March 06 – May 08 Art Gate Amman, Jordan

Art Director

Working as a senior member of a design studio within an advertising agency, creating integrated design solutions for lifestyle brands across a broad spectrum including Nuqul Group, Aramex, Hannover, and the internet.

- Participated in creating ideas for various advertising campaigns.
- Art directed and designed ads for outdoor signage.
- Art directed and designed "Ajial" Newspaper.
- Handled 95% of branding and re-branding tasks for many clients.

June 05 – April 06 The Pearl-Qatar Doha, Qatar

Senior Graphic Designer

Designing across variety of disciplines, including interactive and print design for a celebrated real estate company, working closely with the Creative Director.

- Developed brand position and guidelines to be followed in advertising and media production.
- Reviewed and discussed all Ads done by other agencies.
- Designed different types of media, including flash presentations and story boarding.
- Managed the Arabic copyrighting process.

March 00 – January 05 GAA Amman, Jordan

Graphic Designer

Part of a big design team, forming an integral element of a dynamic, deep-rooted advertising agency, collaborating with the Marketing department.

- Designed print media, press ads, out door ads and interactive presentations.
- Developed and maintained a strong relationship with major clients such as "Hashemite Royal Court, Sharp, Candy and Nissan".
- Offered practical solutions for presentations and pitching.

Feb 96 – March 01 Lina Arts Amman, Jordan

Graphic Designer

Graphic designer working as part of a team of designers integral to the marketing department of a small, fast growing design studio.

- Designed business cards.
- Handled scanning, photos retouching, and printing out.
- Designed a local commercial guidebook.
- Designed and produced student's graduation papers and display.

Education

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|--|--------------------------|--|
| 1996–2000 | Yarmouk University | Irbid, Jordan |
| <ul style="list-style-type: none"> • B.A., Fine Arts. | | |
| 1999 | Yarmouk University Union | Irbid, Jordan |
| <ul style="list-style-type: none"> • Certificate in Graphic Design | | |
| 1996–2000 | ICVAD | www.icvad.org |
| <ul style="list-style-type: none"> • Certificate in Creative Direction. | | |
| 2008 | Adobe Inc. | www.adobe.com |
| ACE (Adobe Certified Expert) | | |

Interests

Oil Colors Painting, Sculpturing, Interior Design and Writing.

Awards & Achievements

- 2004: Award of excellence / online logo design competition - www.gammag.com
- 2005: Graphic Design book. The first Arabic book discussing Graphic Design in details / 450 pages / Publisher: Dar Al-Yousef, Lebanon.
- Personal Paintings Exhibition / Ritz Carlton Hotel, Qatar.
- 2006: First Place Poster Design / Lina Arts STOP SMOKING campaign.
- 2007: First Place Black and White Advertisement / International Center for Visual Arts & Design (ICVAD)
- 2007: Logo Design Competition Winner / Graphic Design Club
- 2007: Appointed as a Chief Editor of Abwab Newspaper.
- 2008: Published the second edition of "Graphic Design" book.
- 2008: Participated in the Kuwaiti Oriented Arts exhibition (2008).
- 2009: Top 10 Arab Designers of 2009 / A poster competition held by International Center for Visual Arts & Design (ICVAD)

References

Available upon request