

Mohamad Elaasar



Graphic Designer, Illustrator, Animator

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Creative, energetic and innovative Graphic Designer with four years of experience in various exciting projects developing, directing and executing brand, print and digital design projects across multiple clients and media channels. A robust work ethic, with expertise in branding, typography, infographics, illustration and animation. Each project is curated with the exacting attention from creation to final delivery. Past clients include FEMYSO, Birmingham City Football Club, Muslim Association of Britain, Professional Footballers' Association, Qatar University and Middle East Eye.

Education

University of the Arts London (CSM) 2020
MA Character Animation

Middlesex University 2018
BA Graphic Design

Professional Skills

Adobe CC Suite
Typography, layout and imagery
Photography
UI/UX
Digital Illustration
2D Animation
Procreate

Languages

English
Arabic

Portfolio

 www.mothedesigner.com

 [/mothedesigner](https://www.instagram.com/mothedesigner)

 [/moDesigner](https://www.instagram.com/moDesigner)

Work Experience

Professional Graphic Designer 2019 – Present
Freelance – Mo the Designer

- Establish and manage a freelance graphic design business that aims to assist companies in brand development.
- Producing creative print and digital media solutions for a wide range of projects, including corporate marketing, branding, brochures, print publications, and promotional campaigns
- Designed and illustrated mascots for businesses empowering the brand identity and establishing a personal connection with audiences.
- Strengthening client branding by developing a cohesive brand story that all aspects of the company resonate with and convey during communication efforts.
- Working closely with clients to create a vision, conceive designs and meet briefs, budgets and deadlines.
- Contributing to brainstorming and idea generation for content, brand initiatives and campaigns.
- Understanding the commercial context of design solutions.
- Developing relationships with clients and colleagues – networking to bring in new business.
- Managing multiple projects from conception through completion, liaising directly with clients and management. With the goal to build brands that stand for something.
- Leverage rebranding expertise in enhancing client's corporate image to ensure profitability and business growth.
- Spearhead visual identity including brand positioning, promotions, and digital marketing for different companies.



Branding

Logo design
 Business cards
 Stationary
 Brand guidelines
 Social media
 Merchandise
 Mascot Design

Print & Marketing

Leaflet & flyers
 Posters
 Infographics
 Brochures Booklets
 Signage
 Email Newsletters
 PowerPoint
 Car, truck or van wrap
 Trade show banners
 Murals



His professionalism, creativity and excellent communication combined helped build a brand logo better than I could have ever imagined or envisioned in the first place.

Tatreez Sisters

A beautiful and eye-catching logo that helped us launch our podcast with a strong and confident aesthetic.

Middle East Eye

He works around your brand and your requirements so you can have something that really impress you.

His creative approach, based solely on portraying your ideas through his talented work gripped us.

Muslim Youth of Gibraltar

Head of Branding

2021 – Present

Forum of European Muslim Youth and Student organisations (FEMYSO)

- Liased with the team for a complete rebrand for the 25th Anniversary. Representing FEMYSO's evolution by transforming the brand's 25 years old legacy logo, creating a brand that embodies what it is to be a European Muslim.
- Helped increase their social media presence attracting many people to all social media platforms and streamlining the deployment of social media content so that the team could hit their potential.
- Storyboarding and translating ideas to the creative team on was to grow network.
- Designed and constructed the 2022 Ramadan planner for members all over Europe to help you stay organised and focused throughout the period of Ramadan. Increasing engagement throughout the holy month.
- Strengthening client branding by developing a brand story that all aspects of the company resonate with and convey during communication efforts.
- Worked with several regional Member Organisations under to increase brand awareness and their mission for a stronger Muslim community in their own country.

Junior Graphic Designer

2019 – Present

Middle East Eye (MEE)

- Designing eye-catching graphics, illustrations and infographics that help push stories further, for audiences across Europe and the MENA region.
- Designed and illustrated three murals for the office walls successfully uplifting the office bringing more life and character to the work environment.
- Working in journalism has pushed me to work on a much tighter deadline with the capability to turn out work quickly.
- Worked on multiple Middle East Eye exclusive documentaries
- Developed the logo for Middle East Eye's first weekly podcast, Dispatch. The logo needed to reflect the overall brand identity and to be familiar to MEE's regular viewers and listeners.

Junior Graphic Designer

2018

Mindful Education

- Worked closely with the video team to create various icons and graphics for educational videos made for schools and colleges across the UK. Designed booklets and leaflets to complement the existing branding of colleges and schools.