

Graphic Designer, Illustrator, Animator

Creative, energetic, and innovative Graphic and Brand Designer instrumental in branding, designing editorials, motion graphics, illustrations, animations, infographics, packaging, and visual merchandising, as well as producing and editing photos/videos whilst ensuring compliance with brand guidelines. Proven track record in understanding creative briefs, incorporating customer feedback, and ensuring on-time delivery of quality milestones. Each project is curated with 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.

Areas of Expertise

- ◆ Branding & Identity Design
- ◆ Editorial & Layout Design
- ◆ UI & UX
- ◆ Typography & Illustrations
- ◆ Marketing Content Design
- ◆ Motion Graphics
- ◆ Digital & Print Design
- ◆ Photo & Video Editing
- ◆ Project Management
- ◆ Character Animation
- ◆ Mascot Design

Education

Masters Character Animation (First Class Honours)

University of the Arts London 2020

Bachelor Graphic Design (First Class Honours)

Middlesex University 2018

Professional Experience

Graphic/Brand Designer

2019 – Present

Freelance – Mo the Designer

- Establish and manage a freelance graphic design business that aims to assist companies in brand development with the aim to build brands that stand for something.
- 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 their 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.
- Managing multiple projects from conception through completion, liaising directly with clients and management.
- Spearhead visual identity including brand positioning, promotions, and digital marketing for different companies.

Mo the Designer - Project Highlights

- Directed and storyboarded four short animated films in collaboration with Qatar University, showcasing the Qatari identity that was presented to the FIFA World Cup Qatar 2022 audience and shown live on Al Jazeera Arabic. Each correlates with a narration by the Prophet Muhammad PBUH.
- Designed the 2021 Ramadan Awareness Guide for The PFA (Professional Footballers' Association). Offering an understanding of various considerations that can improve Muslim players' working conditions during Ramadan and throughout the year.
- Designed a 5m x 2m mural for South Bank Students' Union to brighten up the entrance to the Muslim prayer rooms. The design needed to act as a vibrant statement wall at the entrance of a space that many students will frequently use and appreciate.
- Designed a new Scouts badge for the UK Scout Contingent that will be attending the World Jamboree in South Korea with an expected turn out of 40,000 scouts from all over the world.
- Worked with the Muslim Charities Forum (MCF) to create four exciting persona character illustrations for their 'Smart Donor' assessment to discover more about your donation habits and, ultimately, what type of donor you are.
- Worked with Birmingham City Football Club in Partnership with the PFA to build and design a Ramadan Nutrition Guide and Planner for the Blues Academy's youngster Layla Banaras to be distributed to young footballers.

Middle East Eye Graphic Designer

2019 – Present

- 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 uplifted the office, with positive feedback all round from staff and team members. Bringing more life and character to the work environment, I aimed to visually exemplify the high standards of work and creative atmosphere at Middle East Eye.
- Working in journalism has pushed me to work on a much tighter deadline with the capability to turn out work quickly.
- 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.

FEMYSO - Forum of European Muslim Youth and Student Organisations Head of Branding

2021 – Present

- Liaised 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.
- 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.
- Worked with several European Member Organisations to increase brand awareness and their mission for a stronger Muslim community in their own country.
- Event branded FEMYSO's 26th Annual General Assembly (GA) held in Helsinki. Elevated the look and feel of the GA by ensuring each touchpoint was an extension of the FEMYSO brand by developing an identity for the event that translated across the digital and print media spectrum. Enhanced customer satisfaction and surpassed expectations by maintaining excellent communication throughout the design process.

Technical Proficiencies

Adobe Creative Cloud – Photoshop, Illustrator, InDesign, After Effects, Premiere Pro,
MS Office Suite – Word, Excel, PowerPoint, Outlook | Mac OS |

Languages

English: Native | Arabic: Fluent