Aly Elsaid | Graphic Designer

See my portfolio: *www.behance.net/AlyElsaidPortfolio* | **Contact:** *aly.r.elsaid@gmail.com*

I am a versatile and enthusiastic graphic designer, motivated by the power of visual communication. My experience spans both creative design and strategic marketing, allowing me to approach projects with a balance of practical execution and big ideas that resonate with audiences.

Work Experience

Graphic Designer | Islamic Relief Worldwide | Volunteer | Sep 2026 - Now

- Conceptualised and executed clean, concise visual language tailored to communicate with diverse international audiences of a major charitable organisation.
- Developed an emotionally engaging concept for the organization's most significant annual global advertising campaign.

Social Media Marketing Manager | Eight Motor Group | Sep 2025 - Mar 2026

- Defined and consolidated the identity of a luxury car dealership.
- Strategised and implemented high-impact marketing campaigns aimed at maximising brand awareness.
- Collaborated closely with a multidisciplinary team to drive sustainable brand growth.

Graphic Designer | University of Worcester | Oct 2023 - Oct 2024

- Created compelling vector artwork for SusThingsOut, UoW's online sustainability magazine.
- Managed fast-paced projects with quick turnaround times, maintaining high efficiency and clear communication throughout the design process.
- Edited and animated a high-profile video summary showcasing the university's efforts in combating climate change.

Freelance Graphic Designer | Team CurieUs at Energus | Aug 2023 - Dec 2023

- Designed the logo & brand identity for an interactive educational board game focused on nuclear energy.
- Created an engaging & intuitive board game design tailored to young audiences while maintaining strict alignment with core educational missions.

Education

BA (Hons) Graphic Design, Advertising & Marketing | University of Worcester
2:1 | Sep 2023 - May 2026

Level 3 BTEC Graphic Design | Halesowen College
Distinction* Distinction* Distinction* | Sep 2021 - Jun 2023

Key Skills

- Comprehensive knowledge and practice in multiple graphic design disciplines, including **brand identity, packaging, advertising, user interface** and **editorial**
- Strategic planning, **research and concept development**
- In-depth understanding of **Marketing Strategy**
- Proficient in **Adobe Creative Cloud**, including Illustrator, Photoshop and Premiere Pro