



# Amin Kouadri

Senior Graphic Designer



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my portfolio

## CONTACT

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Dubai Marina, UAE.

(Resident Visa)

## LANGUAGE

**English:** Professional proficiency

**Arabic:** Native language

**French:** Advanced proficiency

## AWARDS

- 1<sup>st</sup> National Grand Prize of Fine Arts: Ahmed & Rabeh Salim Asselah Association, Algiers, March 2017
- 1<sup>st</sup> National Prize of Fresco Art: Ministry of Youth and Sports, Algiers, January 2018

## EDUCATION

- Master's Degree in Fine Arts: College of Fine Arts of Algiers, Algiers, July 2018
- High School Diploma in Experimental Sciences: Merouani El-Djilali High School, Chlef Province, Algeria, June 2012

## SUMMARY

A results-driven Senior Graphic Designer with a Master's degree in Fine Arts and over seven years of experience specializing in brand identity, visual communication, and creative direction. Skilled in translating brand visions into impactful designs across print and digital platforms, I excel in delivering tailored solutions that resonate with both large and small brands. Adept at managing cross-functional projects, I bring expertise in design strategy, project management, and client collaboration to ensure each project exceeds expectations. Passionate about driving brand success and fostering a collaborative environment that encourages innovation and creativity.

## WORK EXPERIENCE

### *Graphic Designer*

Craft Qumunications | Dubai, UAE | Sep. 2023 - Present.

#### **Key Responsibilities:**

- Developed and executed design concepts for seeding boxes and promotional materials for renowned brands using Blender, Adobe Illustrator, and Photoshop, tailored for product launches and campaigns.
- Created visually engaging renderings and presentations to ensure proposals align with client branding and capture attention.
- Collaborated closely with production and design teams to optimize packaging designs, ensuring functionality and aesthetic appeal.
- Worked alongside public relations teams to meet branding guidelines and budget requirements, enhancing brand visibility.
- Crafted social media visuals, reels, and posts that align with brand aesthetics and target audience engagement.
- Designed layouts for both digital and print platforms, maintaining brand consistency across marketing materials.
- Fostered a creative team environment focused on quality, offering support and feedback to elevate design work.

#### **Main Projects:**

- **Events:** Designed immersive experiences and customer journeys for events with major brands like L'Oréal Professional, NYX, Maybelline, and Ferrero Group, covering occasions such as Ramadan, national holidays, and product launches in the Middle East. The goal was to create memorable interactions for celebrities and influencers through engaging activities that reflected each brand's identity.
- **Seeding Boxes for Product Launches:** Created seeding boxes and supporting collaterals for launches by brands such as L'Oréal, NYX, Vichy, Garnier, Ferrero, Nutella, and La Roche-Posay. These boxes aimed to offer a distinctive unboxing experience, crafted specifically for influencers and celebrities to celebrate new products and special occasions.

## SOFTWARE PROFICIENCY

### **Adobe Illustrator** | Expert

Designed vector illustrations for branding, logos, and packaging, ensuring quality across print and digital media.

### **Adobe Photoshop** | Expert

Executed advanced photo retouching and compositing for ad campaigns, mastering image editing and color correction.

### **Adobe InDesign** | Advanced

Crafted multi-page documents like brochures and magazines, focusing on typographic consistency and visual appeal.

### **Blender** | Advanced

Created 3D models for seeding boxes, packaging, and product modeling, applying advanced texturing and rendering techniques for realistic visualizations.

### **Adobe After Effects** | Intermediate

Developed motion graphics and visual effects for videos, enhancing multimedia content with dynamic animations.

### **Figma** | Intermediate

Designed user interfaces and interactive prototypes for web and mobile apps, collaborating on user-centered solutions.

### **Adobe Lightroom** | Expert

Handled photo editing workflows, including color grading and retouching, for high-quality print and digital outputs.

### **Drawing and Illustration** | Expert

Produced original artwork, mastering both digital and traditional techniques for editorial and character designs.

### **Graphic Designer**

Means Design | Dubai, UAE | Mar. 2021 - Sep. 2023

#### **Key Responsibilities:**

- Conceptualized visually captivating designs to strengthen brand identities, delivering high-impact solutions across print, packaging, and digital platforms for industries like hospitality, fashion, and beauty.
- Developed dynamic websites and engaging social media content that ensured brand consistency and maximized engagement.
- Coordinated with marketing, design, and development teams to brainstorm ideas and deliver successful projects on time.
- Ensured quality control by preparing production files and staying current with design trends to provide innovative, high-quality results.

#### **Main Projects:**

- Hospitality & tourism: Meydan, Sofitel The Obelisk, Trump International, Rotana, Kempinski, El Habtour, Rotana, Hyde and others | Conceptualized and developed visual content such as advertising banners, posters, menus, and other print materials, as well as digital content for web and social media platforms.
- Fashion: Brett Johnson, NVZBL Innerwear, Maral, Hamac | Designed packaging and created websites, as well as mood boards for fashion product shoots, and managed social media content.

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### **Graphic Designer**

Agence IN | Algiers, Algeria | Oct. 2018 - Feb. 2021

#### **Key Responsibilities:**

- Creating various types of visual content including logos, posters, banners, infographics, and web design.
- Developing packaging designs for cosmetic and food products. Conceptualizing and creating brand identity guidelines for clients in different industries, such as tourism, beauty, and food.
- Editing editorial photos for ads, brochures, magazines, and social media publications.
- Managing client relationships, coordinating with printing operators, ensuring project deadlines are met, and verifying and approving packaging proofs until delivery.

#### **Main Projects:**

- Cosmetics and Beauty, Food: Venus Laboratories, Univers Detergent, Fawaha, Safina, Jade & Eve, and others | Designed and developed packaging for cosmetics and food products using various materials. Also created advertising banners and posters, conceptualized and developed new campaigns, and managed social media content.
- Automotive: Philips Automotive Lighting Africa, Karosti | Designed packaging and managed social media content.

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### **Junior Graphic Designer**

Cominvolt | Algiers, Algeria | Sep. 2017- Apr. 2018

#### **Key Responsibilities:**

- Creating storyboards for TV ads and short films by sketching ideas Designing social media content in collaboration with the marketing department to establish a compelling social media presence. This involves developing high-quality content for ads, banners, product pages, and other materials.