

# ABRar.

ABRAR ALRADI  
CREATIVE DIGITAL MEDIA ARTIST  
SAUDI ARABIA - RIYADH

## Career Objective

An experienced Art Director with over 8 years in the industry. With a passion for creating visually stunning campaigns has been developed as a result of my extensive knowledge of the creative industry, which has led to numerous successful projects across various industries. Effectively collaborating with cross-functional teams to create cohesive campaigns that not only meet but exceed business objectives is enabled by my expertise in design, art direction, and concept creation.






## Professional Skills

Project Management  
Concept Creating  
Business Development  
Communication  
Branding Strategy

## Languages

**Arabic** Native  
**English** Excellent

## Contacts

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 +966 59 7007704

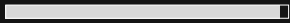
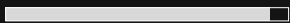
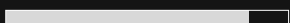
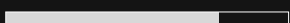
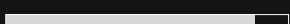


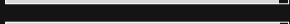
## Personal Skills

Public Speaking  
Problem Solving  
Critical Thinking  
Leadership

## Hard Skills

Studio Management  
Visual Product Development  
Mural and Scenic Art  
Prepress and Printing

## Tools & Software

Adobe Illustrator		98%
Adobe Photoshop		95%
Adobe After Effect		81%
Adobe Premiere Pro		75%
Adobe InDesign		82%
Adobe XD		94%
FinalCut Pro		98%
Microsoft Office		98%

# ABRar.

ABRAR ALRADI  
CREATIVE DIGITAL MEDIA ARTIST  
SAUDI ARABIA - RIYADH

## Education

2015 - 2017  
First School in Jubail

### Diploma of Science

2017 - 2020  
UCSI University

### Bachelor Digital Art - Graphic Design

3.5/4 GPA dean's list

2021  
Google Group

### Project Management

2022  
Coursera

### Certified in Design Thinking

2018  
Coursera

### Certified Photography Training

2020  
IELTS  
score 6.5

### English Language Testing System

## Work Experience

Present  
SDB Bank

### Consultant Art Director

- Developed and refined creative concepts that aligned with client objectives, target audiences and market trends.
- Led and mentored creative teams in developing innovative design solutions.
- Collaborated with marketing and advertising teams to create compelling visual content.
- Oversaw the creation of high-quality video and photography content for a variety of projects.
- Provided creative direction and feedback to designers and other creative team members.
- Conducted usability testing and user research to improve product design and functionality.

2021 - 2023  
Wacafe Trading Co.

### Brand Manager

- Participated in agency meetings regarding future opportunities by assisting 15 members of senior management on special projects
- Developed and executed art direction for print, digital, video, and experiential campaigns across multiple brands.
- Supervised the production of 22 projects from concept through completion, including budgeting, scheduling, management, and selecting 4K vendors.
- Partnered with 18 cross-functional teams to design creative concepts that meet business objectives, boosting consumer experience by 73%.
- Developed and executed comprehensive brand strategy to increase brand awareness and engagement among target audience

2021 - 2022  
Kanzan Society

### Design Consultant

- Supervised a team of 45 writers and 19 editors to ensure timely, high-quality content production.
- Collaborated with 12 marketing team members on promotional campaigns, which increased web traffic by 86%.
- Developed brand identity and guideline.

2020 - 2021  
18 Deggree F&B Co.

### Art Director

- Design lead and director to 8 team member of creative designers.
- Supervised the production of projects from concept through completion.
- Developed the brand and enhancing the user experience.

2021 - 2022  
ALLK Enterprise Ltd

### Senior Graphic Designer

- Championed the launch of the brand identity and guideline.
- Designed and launch of 28 online magazines with 1.9K weekly articles .

2021  
Mamerikah  
innovative  
Education

### Graphic Designer - Digital Creator

- Enhanced the communication of 1.2K messages through visuals using white space, color theory, typography, and other design principles
- Developed visually engaging, organized, responsive layouts across 20 platforms, including web & mobile.

2019 - 2020  
Albsatenn Supplay  
Trading

### Project Manager

- Developed brand budgets and measured ROI to ensure efficient use of resources and achieve business objectives
- Conducted market research and competitive analysis to identify new opportunities and improve brand positioning.

2018 - 2019  
TedexAlrakkah

### Graphic Designer

- Designed 14 flyers, 80 brochures, and 1.1K posters that increased sales by 39% over a year.

2016 - 2016  
Chemical  
Manufacturing  
Company (SABIC)

### Graphic Designer

- Championed the launch of event identity and guideline.
- Designed and launch of 28 online magazines with 1.9K weekly articles .

2014 - 2015  
Jubail Newspapaer

### Photojournalist

- Choosing and setting up locations
- Editing and retouching images