

Alaa Shalayel

Brand Identity
Designer

Info/ contact

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Rafah,
Gaza Strip, Palestine.

Experience

About

Graphic designer, with over 3 years of experience in developing brands from brief to presentation, working with world-based clients across a variety of platforms as a freelancer per project, with unique and high skill in visual identity design principles and methodologies. I love minimalist designs, mono colors black & white, It show the design with a modern look.

Brand Identity Designer

Freelance
-2021 present

Designed creative minimalist and unique logos (conceptual projects):
(Tollen Gifts Store, Elaine Jewelry, Mayar Seaside chalet, Shehab Arabic Coffee, Renad perfume, Orinda Jewelry, Reemas cosmetics store, Plantcap app).
my responsibilities:

- Working and communicating with Product Owners, gathering clear business requirements, and researching and analyzing the competitive landscape.
- Generating a starting point by developing a personality and name for startup companies(orenda jewelry, plantcap..etc).
- Designing projects from concept to production, working primarily on the Time.
- Submit rough drafts to clients for their approval.
- Designed and developed corporate identity, colors, logo, and brand book and generated mockups for products.
- Design printed material like company profile, business card, ..etc.

Brand Identity Designer

Freelance
2020 -2019

Design creative logos, visual identities and developed brand guidelines for:
(Almuallim Dates, store(dates)- Jean Aloud online store(oud/perfumes)- Assala (food products)-Tmoor(dates)- Super Solution(IT -Team)- Waraqah).
my responsibilities:

- Collaborated with client to gather requirements and understand the business goals, audience, and future aspirations.
- Discuss the business objectives, Interpret the client's business needs, and develop a concept to suit their purpose.
- Assisting clients in creating a practical brand system that will give them the result they've always wanted.
- Developed the brand book (Mission, Vision, Brand persona, logo usage, color palette, typography, design system, imagery..etc).
- Deliver on time with high-quality execution, within a fast-paced and deadline-driven environment.

Graphic Designer

Freelance
2018

- Worked with multi-clients and startups in multiple fields in graphic design.
- Completed many design tasks, including logos, visual identities, social media design, and several tasks in the UI/UX field.

Education

Certifications

Jon -2018 Sep 2018

Graphic Design Course

Frame- Training and Advertising Production

Graduate

2019 -2015

Bachelor of Commerce

From Al Azhar University-Gaza(AUG)

Graphic Software

Photoshop
Illustrator

XD
In Desgin

Skilled in:

Premiere Pro
After Effect

Languages

English
Arabic

Intermediate
Native

Interest

Technology

Marketing

Drawing

Reading