



# Roia A A Al-Shobaki

## Graphic Design

Highly creative and technically proficient designer with 5 years of experience in UI/UX design and a Bachelor's degree in Information Technology. Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign), design and layout, print and digital media, and color theory and typography. Developing visual brand identities, and collaborating with team members to ensure client satisfaction.

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## Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Figma

HTML/CSS

UI/UX design

Design and layout

Print and digital media

Communication

Color theory and typography

Project management

## Professional Experience

### Graphic Design

*Vita Life Clinic, Freelancer, Istanbul*

Designed the visual identity for the clinic, including logos, brand guidelines, and marketing collateral Created engaging and effective visual content for social media and email marketing campaigns

### Graphic Design

*Shift Digital Marketing*

Designed the visual identity for clients, including logos, brand guidelines, and marketing collateral Created engaging and effective visual content for social media and email marketing campaigns Managed multiple design projects from concept to completion, delivering projects on time and within budget Collaborated with team members, including copywriters, marketers, and project managers, to ensure projects met client expectations

## UI/UX Designer

*Software Makers Company,*

Designed the visual identity and user interfaces for mobile applications  
Created wireframes, prototypes, and high-fidelity mockups to communicate design concepts  
Collaborated with developers to ensure design integrity throughout the development process  
Designed social media posts to promote mobile applications  
Designed the visual identity for the clinic, including logos, brand guidelines, and marketing collateral  
Created engaging and effective visual content for social media and email marketing campaigns

## Social Media Designer

*Phoenix Code Video Game Development Studio*

Created social media graphics for various platforms such as Instagram, Facebook, and Twitter  
Designed banners, posts, and other visual content that engaged audiences and increased brand awareness  
Utilized analytics to monitor and improve social media performance

## Freelance Designer

Worked with many clients to develop branding and marketing materials, including logos, business cards, websites, and social media graphics  
Designed the visual identity for clients, including logos, brand guidelines, and marketing collateral  
Designed social media posts to promote clients' products and service

## Education:

Bachelor's Degree in IT  
Islamic University, Gaza  
2009-2013

## Languages:

Arabic  
*native*

English  
*professional working proficiency*