



• Info

Name:

Alaa Adel Shalayel

Specialty:

Brand identity designer

contact

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About

• Alaa Shalayel.

Brand identity designer with over three years of experience working with both startups and large companies across a variety of mediums. included the design of many logos, visual identities, printing, and social media poster that help them achieve their goals aspirations and desires.

Professional Experience

• Freelance Brand Identity Designer.

from 2021 - Present,

- Design creative minimalist and unique logos for **Tollen** Gifts Store, **Elaine** Jewelry, **Mayar** Seaside chalet, **Shehab** Arabic Coffee, **Renad** perfume, **Orinda** Jewelry, **Reemas** cosmetics store.
- Discuss the business objectives, Interpreting the client's business needs, and developing 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.

• Brand Identity designer,

from 2019 - 2020

- **Almuallim Dates** July 9 ,2019
A national company for marketing and selling dates with an international modern taste in Saudi Arabia. My responsibilities:
Collaborate with the client to gather requirements and understand the brand, audience, business goals, and future aspirations. Developing visual identity from brief to presentation, including logo, Stationery, style guidelines, and box packaging design.
- **Assala for food products** May, 2019
Communicate with the client, attended briefing meetings, design the logo and style guidelines, and present work.
- **Tmoor** March 30 ,2019
Online store for selling and marketing dates in Saudi Arabia.
Design the complete visual identity (logo, color palette, fonts .. etc).
- **Jefan Aloud** March 19 ,2019
Online store selling oriental and western perfumes, incense and oud in Saudi. Design visual identity, include (logo, color palette, typography, image style, and style guideline)
- **Hevar** January 28 ,2019
chocolate and sweets store in Saudi Arabia.
Design logo, color palette, typography.

- **Graphic designer,**
from 2018 - 2019
 - Worked with multi-clients and small startups companies in multiple fields in graphic design.
 - Created graphic design included logo design, brand style guidelines, various printed materials, icons, and website layout.

Certifications

- **Course - (Diploma in graphic design).**
Frame Company - for Training and Advertising Production
Jon 2018 - Sep 2018

Technologies	Strong	Skilled in	Familiar
Key skills	Adobe Photoshop	Adobe In Desgin	Adobe Audition
	Adobe Illustrator	Adobe Premiere Pro	Microsoft office
	Adobe Xd	Adobe After Effect	

Education

- **Bachelor of Commerce (Accounting).**
Faculty Economics and Administrative Sciences
Al Azhar University-Gaza
2015 - 2019

Languages	Arabic	English
	Native	Intermediate

Interest

- Painting marketing reading Technology