

# Ahmed El-Zein

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## SKILLS, LANGUAGES & INTERESTS

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**Skills:** Adobe CC (Photoshop, Illustrator, inDesign, XD, Acrobat, After Effects) | Figma | Bootstrap | Drupal | Github | Atom | HTML5 | CSS3 | Javascript | Trello | Monday.com | Asana | Microsoft Office (Word, PowerPoint, Outlook, SharePoint) | Google (Analytics, Ads) | Marketing | Digital Marketing | Social Media Ads | eCommerce | UX (Research, Information Architecture, Journey Maps, User Personas, Flows and Journeys, Wireframing and Prototypes) | UI (Visual Design, Design Systems, Prototyping, Iconography) | inVision

**Languages:** Fluent in English, French, and Arabic

**Interests:** Fitness | Reading | Travelling | Food | Basketball | Football | Video Games

## WORK EXPERIENCE

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### Building Blocks Peer Mentoring

*UI/UX Designer*

**Vancouver, Canada**

*July 2022 – Present*

- Conduct user research, including interviews, surveys, and usability testing, to identify user needs and pain points and inform design decisions.
- Develop user flows, wireframes, and prototypes to effectively communicate design ideas and solutions.
- Collaborate with cross-functional teams, including product managers and developers to ensure that user experience goals were integrated into the product roadmap and design process.
- Design responsive and accessible interfaces that were visually appealing and easy to use across various devices and platforms.
- Up-to-date with latest design trends and technologies, implemented best practices to improve user experience and product performance.
- Contribute to the development of the design systems and style guides to maintain design consistency.

### Solace

*Graphic Designer*

**Ottawa, Canada**

*August 2022 – April 2023*

- Conceptualized and designed booths for marketing teams across multiple countries, including Canada, USA, UK, Singapore, Japan, and France, resulting in increased brand recognition.
- Created PDF documents in multiple languages, including English, French, Japanese, Spanish, and Korean to effectively communicate with international audiences. Resulted in a 15% growth in audience engagement and contributed to the expansion of Solace's global presence.
- Created graphics for the website, including banners, section thumbnails, and videos. These efforts enhance user experience and engagement, resulting in a 34% increase in achieving our online marketing objectives.
- Designed engaging ads on LinkedIn and created social media posts to promote Solace's products and services to a targeted audience. These efforts resulted in increased click-through rates and engagement by 8%, effectively boosting Solace's brand recognition and online presence.
- Designed posters, marketing collateral, and visually engaging PowerPoint presentations for various departments, events, and marketing campaigns within the company.
- Developed themed logos for holidays and events, such as; Halloween, Christmas, Easter, Canada Day, and much more, to promote brand awareness and engagement. Also develop sub-brand logos, including, Solace Garage, Solace Academy, Solly Superstars, and Tamimi's Tidbits, to expand Solace's offerings and improve brand recognition, ultimately contributing to the growth of Solace's brand and business.
- Designed branded swag, such as fidget spinners and stickers, to promote brand awareness and engagement at events and conferences.

**ABIS - Ahlul Bayt Islamic School***Senior Graphic Designer***Ottawa, Canada***December 2020 – August 2022*

- Managed a team of junior designers in the development of creative design concepts for various projects, providing guidance and feedback to help refine their ideas and create compelling visuals that met our needs.
- Regularly conducted design critiques and provided constructive feedback to help team members improve their work. Encouraged creativity while still ensuring that we stayed on brand.
- Stayed up-to-date with the latest design trends, technologies, and tools. Provided training and guidance on the use of new tools and techniques.
- Launched a wide range of projects, including brand and identity development, print and digital posters, website design and development, social media posts, Ramadan campaigns, and Fundraiser campaigns.
- Conducted regular design reviews with other departments, incorporating feedback and iterating on design solutions to ensure that the final product met our deadlines.

**Department of National Defence of Canada (DND)***Graphic Designer for the Director General Defence Security (DGDS)***Ottawa, Canada***March 2021 – July 2021*

- Received my Secret Clearance to work on classified and sensitive documents.
- Designed and produced E-Publications and interactive PDFs.
- Designed and produced dynamic PowerPoint presentations.
- Created and designed templates, design assets, for integration into the websites.

*Graphic Designer for the Canadian Armed Forces (CAF)**September 2019 – August 2020*

- Designed infographics and posters for print and digital.
- Created the Canadian Army Podcast brand.
- Responsible for all daily posts on all social media accounts.
- Designed the Canadian Forces Parachutist badges.

**Klipfolio***Digital Designer***Ottawa, Canada***September 2016 – August 2019*

- Earned two Certificates of Excellence for my contribution to successful marketing campaigns.
- Created the brand guidelines and the visual language.
- Developed and designed over 90+ user-friendly web pages.
- Carried out usability tests which increased user satisfaction by 23%.
- Designed landing pages which drove conversions by 12%.
- Designed ads across all social media accounts which increased sales by 8%.
- Coached marketing teammates at improving basic HTML5 and CSS3 coding skills.

**EDUCATION**

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**Udacity***Product Design***Emeryville, California, United States**

- The coursework covered design principles and process, user-centered design and design thinking methodologies, user research, gathering user feedback, creating user personas and scenarios, design sprints, and creating and testing prototypes for web and mobile.

**Algonquin College***Graphic Design***Ottawa, Canada**

- Cumulative GPA: 3.75/4 | Dean's Honours List Academic Year 2015- 2016
- The coursework covered design fundamentals and strategies, including colour theory, typography, and graphic design. It also included topics such as user interface and experience design, website design and development, motion design, and photography.