



Mohamed Afifi



+966 50 83 555 62



moha_afifi@hotmail.com

Nationality: Egyptian from Saudi mother.
Resident of: Jeddah, Saudi Arabia.
Birth date: 19 May, 1974

Gender: Male
Marital Status: Married to a Saudi
Number of Dependents: 3

Work Description:

- Print & online advertising experience.
- Creative design skills and expert in finalization artwork and production.
- Involved in the creation & development of new designs & visual concepts.
- Designing graphics according to the brief requirements.
- Commissioning photographers, artists or film-makers to work on projects.
- Ability to prioritise multiple projects within tight deadlines.
- Working on location and attending shoots.
- Reviewing and directing work of project teams, taking quality of design.
- Knowledge of industry standards design tools.
- Knowledge of design disciplines including layout, typography, imagery & colour.
- Experienced in Digital layouting, print & outdoors.

Professional Experience:

19 years

January 2018 - Present: Y&R - Jeddah - Senior Graphic Designer.

Generating designs, assisting the art directors & creative in projects execution.

Clients: Aljomaih Automotive company (GMC, Cadillac, Chevrolet, GAC), KAEC (King Abdullah Economic City), SAKANI, and Neom.

January 2016 - December 2017: UNITED PHARMACIES - Jeddah - Studio Manager.

Handling all Medical products from packaging & marketing design to production and monthly brochures.

January 2011 - December 2015: JWT - Jeddah - Studio and Traffic Manager.

Handled traffic studio with excellent experience in finalization as well as all production processes.

Clients: Unilever (Clear, Close up, Lux, Sunsilk, Dove), Redbull, Davidoff, KAEC, Moussy, Mars, Ana Eve, Emaar and Nokia.

January 2006 - December 2010: Saatchi & Saatchi Jeddah - Art Director

Worked on 360 full fledged campaigns design including TVC's, ATL, BTL and PR material.

Clients: Ariel, Crest, Pampers, Regal Picon, LVQR, Kiri, RedBull, Olay, H&S, Falafel Express.

January 2004 - December 2005: Publicis Graphics - Jeddah - Senior Graphic Designer

Handled ATL and BTL material, such as press ads, magazine ad, Megacom, Unipoles, Mupis, TV's, brochures, leaflets, shelf-talkers, stickers, posters.

Clients: Mercedes Benz, all Nestlé products handled by PG, Merinos carpets, Americana, Sharp, NCB, Tilda rice...

May 2000 - December 2003: Publicis Graphics - Jeddah - Graphics Designer

Worked on below-the-line materials, such as brochures, leaflets, shelf-talkers, stickers, poster.

Clients: Nestlé, Libby's, Maggi, Hanaa Pasta, Hanaa Oil.

Other Certificates:

Education: March 2000: BSc. in Computer Science - design, Ministry of Higher Education, Egypt.

-February 1999 YAT Computer Certificate in Graphics Design (YCCG), Egypt (for 10 months).

-Lynda - Photoshop for Designers Color.

-Lynda - Photoshop for Photographers CreativeEffects.

-Lynda - InDesign Secrets .

-Lynda - Print Production Essentials/ Spot Colors and Varnish

Skills and Experience: (Graphics)

More than 19 years knowledge

Mac OS - Adobe Photoshop, Illustrator, Adobe Indesign, Acrobat, Acrobat Distiller.

More than 8 years knowledge

Cinema 4D, Digital Photography.

More than 19 years knowledge

Portfolio 7, Keynote, Ms Office (Word, PowerPoint).

Language: Arabic: mother tongue - English: good spoken and written

References:

Publicis Graphics
Khaled Saab
Creative Director
+966(0)0506376801

Saatchi & Saatchi
Patrick kanakry
Creative Director
+966(0)0507342473

JWT
Mohamed Jumah
Head of Traffic & Studio KSA
+966(0)0500772090

Y&R
Mohamed Ansaihi
Creative Director
ansaihi@me.com
+966567065586



Portfolio

Employment Status: Full time

Employment Type: Employee

Notice Period: 1 month or less