

SARAH ASHRAF

Graphic Designer

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PROFILE

Creative Graphic Designer with over 3 years of experience specializing in Branding, **Visual Themes**, and Print Design. Highly proficient in **Adobe Photoshop, Illustrator, and InDesign**. Proven ability to deliver diverse creative solutions including **presentations** and campaign visuals for clients across Medical, Engineering, and Educational sectors. Possesses a unique talent in **Freehand Drawing & Calligraphy**, along with video editing skills, to create comprehensive visual narratives that align with organizational identity.

WORK EXPERIENCE

Wolf Agency Cairo, Egypt | 2024 – Present (Full-time | On-site)

- Designing custom **Logos and Visual Themes** ensuring strict alignment with strategic marketing plans.
- Contributing to the visual development of **Seasonal Campaigns**, creating posters and digital assets that drive audience engagement.
- Collaborating with the marketing team in **brainstorming sessions** to develop creative concepts and solutions.

Freelance Graphic Designer | Self-Employed | Remote | 2022 – Present

- Delivering complete design solutions for diverse clients including **Engineering firms, Medical centers, and Educational institutions**.
- **Key Deliverables:** Full **Visual Identities**, Logo Creation, High-engagement **Social Media Designs**, Professional **Presentations (Decks)**, and **Packaging Design** concepts.

Charmrly (USA) | 2023 – Jan 2025 (Part-time | Remote)

- **Leveraged Freehand Drawing & Calligraphy skills** to sketch custom typography designs for jewelry chains alongside full-time commitments.
- Transformed hand-drawn sketches into precise vector files using **Adobe Illustrator** for production.
- Created unique artistic styles, demonstrating high attention to detail and artistic sense suitable for the US market.

Abo El-Lail Group Cairo, Egypt | 2023 – 2024 (Full-time | On-site)

- Managed the entire **Social Media presence**, creating technical and promotional content for B2B clients.
- Designed detailed **Industrial Catalogs**, operation manuals, and large-format visuals for exhibitions.
- Ensured **brand consistency** across all printed and digital outputs.

EDUCATION

Bachelor of Graphic Design New Cairo Academy (NCA) | Cairo, Egypt Graduated: 2023

- **Graduation Project Grade:** Excellent

SKILLS

- **Design Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign.
- **Artistic Skills:** **Freehand Drawing, Calligraphy, Sketching** (High proficiency).
- **Technical Skills:** **Presentation Design**, Print Production, Layout, Adobe Premiere Pro.
- **Soft Skills:** Creative Brainstorming, Time Management, Adaptability to Trends, Team Collaboration.