

ABRar.

ABRAR ALRADI
CREATIVE DIGITAL MEDIA ARTIST
SAUDI ARABIA - RIYADH

Career Objective

An experienced Art Director with over 8 years in the industry. With a passion for creating visually stunning campaigns has been developed as a result of my extensive knowledge of the creative industry, which has led to numerous successful projects across various industries. Effectively collaborating with cross-functional teams to create cohesive campaigns that not only meet but exceed business objectives is enabled by my expertise in design, art direction, and concept creation.






Professional Skills

Project Management
Digital Creating
Business Development
Communication
Branding
UX/UI Deign

Languages

Arabic Native
English Excellent

Contacts

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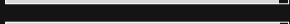
Personal Skills

Public Speaking
Problem Solving
Critical Thinking
Leadership

Hard Skills

Studio Management
Visual Product Development
Mural and Scenic Art
Prepressand Printing

Tools & Software

Adobe Illustrator		98%
Adobe Photoshop		95%
Adobe After Effect		81%
Adobe Premiere Pro		75%
Adobe InDesign		82%
Adobe XD		94%
FinalCut Pro		98%
Microsoft Office		98%

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CREATIVE DIGITAL MEDIA ARTIST
SAUDI ARABIA - RIYADH

Education

2015 - 2017
First School in Jubail

Diploma of Science

2017 - 2020
UCSI University

Bachelor Digital Art - Graphic Design

3.5/4 GPA dean's list

2021
Google Group

Project Management

2022
Coursera

Certified in Design Thinking

2018
Coursera

Certified Photography Training

2020
IELTS
score 6.5

English Language Testing System

Work Experience

Present
Creative Formula

Consultant Art Director

- Developed and refined creative concepts that aligned with client objectives, target audiences and market trends.
- Led and mentored creative teams in developing innovative design solutions.
- Collaborated with marketing and advertising teams to create compelling visual content.
- Oversaw the creation of high-quality video and photography content for a variety of projects.
- Provided creative direction and feedback to designers and other creative team members.
- Conducted usability testing and user research to improve product design and functionality.

2021 - 2023
Wacafe Trading Co.

Brand Manager

- Participated in agency meetings regarding future opportunities by assisting 15 members of senior management on special projects
- Developed and executed art direction for print, digital, video, and experiential campaigns across multiple brands.
- Supervised the production of 22 projects from concept through completion, including budgeting, scheduling, management, and selecting 4K vendors.
- Partnered with 18 cross-functional teams to design creative concepts that meet business objectives, boosting consumer experience by 73%.
- Developed and executed comprehensive brand strategy to increase brand awareness and engagement among target audience

2021 - 2022
Kanzan Society

Design Consultant

- Supervised a team of 45 writers and 19 editors to ensure timely, high-quality content production.
- Collaborated with 12 marketing team members on promotional campaigns, which increased web traffic by 86%.
- Developed brand identity and guideline.

2020 - 2021
18 Deggree F&B Co.

Art Director

- Design lead and director to 8 team member of creative designers.
- Supervised the production of projects from concept through completion.
- Developed the brand and enhancing the user experience.

2021 - 2022
ALLK Enterprise Ltd

Senior Graphic Designer

- Championed the launch of the brand identity and guideline.
- Designed and launch of 28 online magazines with 1.9K weekly articles .

2021
Mamerikah
innovative
Education

Graphic Designer - Digital Creator

- Enhanced the communication of 1.2K messages through visuals using white space, color theory, typography, and other design principles
- Developed visually engaging, organized, responsive layouts across 20 platforms, including web & mobile.

2019 - 2020
Albsatenn Supply
Trading

Project Manager

- Developed brand budgets and measured ROI to ensure efficient use of resources and achieve business objectives
- Conducted market research and competitive analysis to identify new opportunities and improve brand positioning.

2018 - 2019
TedexAlrakkah

Graphic Designer

- Designed 14 flyers, 80 brochures, and 1.1K posters that increased sales by 39% over a year.

2016 - 2016
Chemical
Manufacturing
Company (SABIC)

Graphic Designer

- Championed the launch of event identity and guideline.
- Designed and launch of 28 online magazines with 1.9K weekly articles .

2014 - 2015
Jubail Newspapaer

Photojournalist

- Choosing and setting up locations
- Editing and retouching images