RAWAN ALMOHSEN

Creative Digital Designer

rawanalmohsen94@gmail.com   *www.rawan.work*

EDUCATION

Drexel University

Westphal College of Media Arts & Design - Philadelphia, PA

B.S. in Graphic Design, Minor in Video Production | 2018
Recipient of the Saudi Arabia Cultural Mission Scholarship

AIGA Mentorship Program
February 2021 - July 2021

SKILLS

Technical

Adobe CS: Illustrator, Photoshop, InDesign, After Effects, Premier, XD; Sketch, Figma, MicrosoftOffice

Web Development

HTML, CSS / SCSS, CodeKit, JQuerey, GreenSock

Design

Visual Design, Brand Identity, UX / UI Design, Motion Graphics, Digital Photography

LANGUAGES

Arabic - Native speaker
English - Fluent

WORK EXPERIENCE

Digital Designer
Feb 2022 - Nov 2023

Appfire

– Designed responsive websites and landing pages for marketing campaigns and catalogs of brands.
– Produced graphics for email marketing and digital advertising campaigns, videos, product pages, marketing landing pages, and Atlassian marketplace product listings. This included designing product screenshots, vector graphics, and animated illustrations.
– Built and preserved an organized digital archive of all creative assets — that is easily accessible in collaborative design platforms such as Figma and Adobe Creative Cloud.
– Utilized design elements such as color, typography, illustration, and photography to create layouts for marketing collateral and digital content.
– Created and maintained style guides and assets libraries for Appfire's multi-brand product portfolio with guidance from the Creative Director.

Graphic Designer
2019 - 2021

Freelance

– Met with clients to communicate and understand their vision, and requirements.
– Presented initial drafts to clients and incorporated feedback for revisions.
– Explored innovative concepts and layouts for brand identity, company logos, and various deliverables.
– Selected typography, color palettes, and styles tailored to the company's target audience.

Junior Graphic Designer
Jun 2018 - Sep 2018

Project1 at Baiada Startup Incubator

– Assisted the art director in crafting brand identity and design solutions for a debut mobile app.
– Collaborated closely with the UX team to create an immersive digital experience for the mobile app.

Web Developer & Graphic Designer Co-Op
Apr 2017 - Sep 2017

Argyle Interactive

– Maintained and updated existing clients' websites.
– Assisted both development and design teams in creating websites for different clients.
– Designed engaging motion graphics for company events.
– Led the development department and successfully managed existing accounts for two weeks.