

Reem Awwad

Integrated Designer | Motion Graphics & Digital Content Specialist

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SUMMARY

Creative and passionate Integrated Designer with 5+ years of experience in graphic design, motion graphics, and UI/UX. Adept at creating impactful design solutions for social media, retail, and marketing campaigns, including POSM and shopper materials. Skilled in both static and motion content creation, with a strong ability to take projects from concept to completion. Passionate about using design to craft engaging, brand-consistent stories across digital platforms, while keeping pace with emerging trends and AI-driven design tools.

KEY SKILLS

- Branding Design
- Motion Graphics & Social Media Design
- POSM & Shopper Marketing Materials
- UI/UX Design & Responsive Design Principles
- Typography, Layout & Art Direction
- Cross-functional Collaboration
- Agile Project Management & Problem Solving
- AI-based design tool

TECHINICAL SKILLS

- Adobe Photoshop, Illustrator, InDesign
- After Effects, Premiere Pro, Audition
- Adobe XD

Soft Skills

- Creative Problem-Solving
- Proactive Communication
- Integrity & Ownership
- Fast Learner & Adaptable
- Deadline-Oriented and Agile

PROFESSIONAL EXPERIENCE

BigAd Communication Agency | Cairo, Egypt

Jul'23 - Feb'26

Full time Senior Graphic Designer

- Created integrated design solutions across static and motion formats for digital and POSM.
- Handled multiple client briefs under tight timelines while maintaining visual consistency.
- Collaborated with cross-functional teams to deliver engaging visual content for social campaigns and in-store materials.
- Interpreted client feedback and adjusted deliverables promptly to ensure satisfaction.
- Leveraged AI-based design tool to accelerate design workflows, enhancing creative ideation and improving the efficiency of project delivery within client deadlines.

Sadric Group | Cairo, Egypt

Dec'22 - Jul'23

Full time Graphic Designer

- Led content revamp and improved engagement through consistent branding across platforms.
- Produced POSM visuals and dynamic content for product promotion.
- Enhanced storytelling through motion graphics for social media.

Abyat Alosb | Jaddah, Saudi Arabia

Jul'22 - Nov'22

Freelance Graphic Designer

- Created product visuals and social campaigns aligned with client branding.
- Delivered layout concepts for catalogues and packaging visuals.

Awaad's Pharmacy | Cairo, Egypt

Oct'19 - Nov'21

Freelance Graphic Designer

- Managed product launch design cycles from briefing to delivery.
- Produced posters, banners, and social visuals tailored for pharmaceutical audiences.
- Developed localized product visuals and marketing content tailored to Arabic-speaking audiences, ensuring alignment with regional cultural preferences and sensitivities.

Eduaction

Bachlor of Applied Arts - Media & Graphic Design | Cairo, Egypt

Sep'17 - Jun'22

Badr Univeristy in cairo