

INGY ELMESSARY



GRAPHIC DESIGNER

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PROFILE INFO

In life we have various experiences that make us who we are and as a graphic designer, I create designs that reflect my passion for life and all things beautiful.

I was born in Egypt in 1992 and became interested in art, design, and fashion at a young age.

My current graphic design practice focuses on Social Media Design and brand identity. I aim to make visually appealing work that captures the imaginations of both client and consumer.

SKILLS

TECHNICAL SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe Bridge, Adobe Lightroom and Microsoft Office.

DESIGN SKILLS

Digital Design, Presentation Design, Set Design, Color Sense, Composition, Ad Design, Print Design, Layout, Storyboard and Photo Editing.

SOFT SKILLS

Creativity, Communication, collaboration, Time management and planning.

EDUCATION

AMERICAN UNIVERSITY IN CAIRO
GRAPHIC DESIGN MAJOR | 2012 - 2016
ENTREPRENEURSHIP MINOR

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER
**Digital Republic Linked
by Isobar**

Part Time-Remote
From 2018 - Present

Full Time
From 2016 - 2018

- Responsible for social media accounts using Adobe Photoshop and Adobe Illustrator.

- Worked with the social and marketing team to develop concepts and produce assets for social channels such as McDonald's, Citizen, L'oreal, Godiva, Tresemme, Jotun, Uber and many more.

- Conceptualized and developed multiple creative executions per day across all major social platforms. Includes, but not limited to, static posts, motion graphics, videos and stories.

- Took the design brief to record requirements and client's needs.

- Able to work on a wide range of projects including pitches, proposals and weekly calendars.

FREELANCE GRAPHIC
DESIGNER
Self-Employed

From 2017 - Present

- Collaborated with various clients independently as a graphic designer such as Unilever, MG motors, Stavolta, Yoni furniture and others.

- Produced detailed visuals while creating designs specific to client requests.

- Communicated with clients to ensure visual concepts are within standard.