

# Mohcine Hmaich

## Sr. Graphic Designer

Phone: (+971) 52 777 3139

Email: mohcinedxb4@gmail.com

Dubai, UAE



## Profile

I am a seasoned professional with over 14 years of experience in the design industry, known for my creativity and effective communication. Skilled in graphic design, branding, and marketing, I excel in developing tailored campaigns that meet client needs. I manage multiple projects efficiently, adapt to challenges skillfully, and am committed to contributing to organizational success through continuous learning and dedication.

## Experience

### FREELANCE DESIGNER | JUN 2023 – TILL DATE

*UAE, Dubai*

- » Offer a range of services including logo design, branding, and web design.
- » Manage projects from concept to delivery, ensuring client satisfaction.
- » Provide clear communication and set realistic timelines and expectations.
- » Seek client feedback and offer revisions to meet project goals.
- » Balance multiple projects and deadlines effectively.

### SENIOR CREATIVE DESIGNER | JUN 2021 – APR 2023

*AbuDhabi Airports, UAE, Abu Dhabi*

- » Directed creative branding and design at Abu Dhabi Airports, enhancing passenger experiences.
- » Spearheaded advertising campaigns, aligning with airport services and events.
- » Ensured brand consistency across all digital and print materials.
- » Led a design team, optimizing creative output and meeting deadlines.

### SENIOR GRAPHIC DESIGNER | JAN 2021 – JUN 2021

*Pyxis Events, UAE, Abu Dhabi*

- » Design impactful visuals for client materials and oversee project completion.
- » Guide and review junior designer output for quality.
- » Refine graphics, employing design software and typography.
- » Innovate design concepts for marketing and enhance digital user experience.
- » Ensure consistent branding across marketing efforts.

### FREELANCE GRAPHIC DESIGNER | FEB 2019 – JAN 2021

*UAE, Dubai*

- » Meet with clients to understand their needs.
- » Create themed graphic content for marketing.
- » Plan size and layout of marketing materials.
- » Lead design and campaign strategies for major clients.
- » Conceptualize BTL campaigns, logos, and marketing materials.

### SENIOR GRAPHIC DESIGNER | JAN 2018 – FEB 2019

*Kollektika, UAE, Dubai*

- » Developed alternative project layouts for approval.
- » Designed visuals for web, tradeshows, events, and social media.
- » Generated creative ideas for brand identity and strategy.
- » Led ATL and BTL marketing material production.
- » Adhered to branding guidelines, managed feedback to meet client needs.

## COMPETENCIES

- Adobe Suite
- Concept Development
- Layout Enhancement
- Design Development
- Web Designing
- Digital Imaging
- Layout Review
- Photography
- Windows/Mac OSX

## Education

### AMERICAN UNIVERSITY IN DUBAI

*May 2024*

Master of Arts in Leadership and Innovation in Contemporary Media (MALICM)

### UNIVERSITY OF SHARJAH

*May 2019*

BA major in Fashion and Textiles

### INSTITUT DES NOUVELLES TECHNOLOGIES DE L'INFORMATION

*June 2012*

Diploma Multimedia Designer-Post Production

### INSTITUT SPÉCIALISÉ DE TECHNOLOGIE APPLIQUÉ - ISTA/OFPPPT

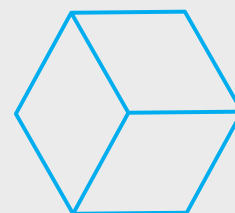
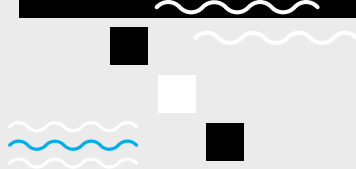
*June 2010*

Specialized Technician Graphic Designer

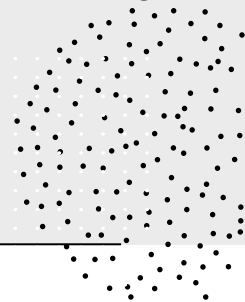
### MOHAMMED SBIHI HIGH SCHOOL

*June 2008*

High School degree STEM



IS EVERYTHING



Design



Art

## Experience ( continued )

### SENIOR GRAPHIC DESIGNER | MAR 2016 – DEC 2017

VIP Brands, UAE, Dubai

- » Working closely with the copywriters, account managers to generate creative ideas and concepts.
- » Ensuring development and implementation of effective Visual Merchandising standards and methods
- » Collaborating with team and stakeholders to develop individual concepts
- » Creating appealing designs
- » Developing thematic graphic content for marketing purposes
- » Iterating, revising and producing final art product

### CREATIVE GRAPHIC DESIGNER | APR 2014 – JAN 2016

TIGI London, UAE, Dubai

- » Meeting with clients, determining their needs and expectations and planning the projects by actively participating in weekly brainstorm sessions
- » Creating overall visual identity for company and its customers
- » Controlling the graphic quality
- » Collaborating with social media manager, management commercial and CEO.
- » Taking direction from managers and utilizing design skills to create a vision
- » Iterating, revising and producing final art product
- » Working a non-linear and agile manner to create appealing designs
- » Evangelizing the current design industry trends and technologies

### GRAPHIC DESIGNER | JUN 2010 – MAR 2014

Le point sur le i , Morocco, Rabat

- » Designing and creating visual concept
- » Collaborating with creative and sales departments
- » Determining the size and arrangement of illustrative material for marketing purposes
- » Developing logos, poster layouts and commercial content as instructed

### JUNIOR GRAPHIC DESIGNER | NOV 2009 – MAY 2010

Akwas creation, Morocco, Rabat

- » Assisting in creating the overall look of marketing campaigns
- » Helping in developing general program concepts.
- » Designing and producing exclusive PowerPoint presentations
- » Printing production of collateral to implement campaigns
- » Coordinating with print vendors
- » Taking directions from managers and utilizing design skills to create a vision.

## Computer Knowledge

**Design Softwares:** Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Quark Xpress, Marvelous Designer, After Effect, Avid Express, Adobe Premiere Pro

**Research Tools:** SPSS, Internet Explorar, Microsoft Edge, Google Advanced Search

**Office Application:** Microsoft Word, Excel, PowerPoint, Access, Onenote

## Extra Skills

Sketching, Fashion Illustration, Screen Printing, Styling, Photography, Merchandising, Apparel, Visual Merchandising, Retail, Department Stores

## Achievements

**FIRST PRIZE : The Sustainable Fashion Competition 2018**

**The Best Street Marketing Design Award - Dec 2013**

## Languages

Arabic	● ● ● ● ●
English	● ● ● ● ●
French	● ● ● ● ●

## ADDITIONAL INFO

- » **D.O.B:** 12 November 1990
- » **Nationality:** Moroccan
- » **Car:** UAE driving license and own a car