Ali Al-Ani

- Social Media Content Creator /Manager
- Local SEO Expert & Google Radius
- Branding Designer/Guideline Expert
- Sr. Graphic & Web Designer
- Videographer & Editor / Photographer

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PROFESSIONAL EXPERIENCE

PIXEL DOT CREATIVE AGENCY

Social Media Content Creator /Manager | Sr. Graphic & Web Designer | UI/UX Architect | Branding Designer

2020 - Present

- Social Media Content Creator /Manager

- • Content Production: Creating photos, videos, graphics, blogs, and other types of media.
- • Audience Engagement: Interacting with followers through comments, direct messages, and live streams.
- • Content Strategy: Developing a content plan that aligns with trends, audience interests, and platform algorithms.
- • Branding & Marketing: Promoting personal or brand identity and collaborating with businesses for sponsored posts or partnerships.
- • Analytics & Optimization: Tracking performance metrics (likes, shares, views, etc.) and optimizing content for better reach and engagement.

- Created impactful branding solutions including logos, illustrations, and packaging designs that effectively communicated clients' brand identities.
- Produced a wide range of print materials such as brochures, flyers, ads, posters, and leaflets, ensuring consistency in design and messaging.
- Crafted engaging presentations using video editing software and PowerPoint, enhancing visual storytelling for various projects.
- Conducted video shooting and editing to produce compelling visual content for online platforms.
- Demonstrated skills in professional photography to capture high-quality images for diverse projects.
- Proficiently designed and developed websites on the WordPress platform, showcasing a keen eye for UI/UX architecture and branding elements.

WEB CREATIF GRAFIX S.R.L.

Sr. Graphic & Web

2017 - 2020

- Proficient in corporate branding, logos illustration, and complete package designs for campaigns
- Skilled in designing a variety of print materials such as brochures, flyers, ads, posters, and leaflets
- Experienced in creating visually appealing presentations
- Capable of video editing for promotional materials and social media clips
- Strong ability to conceptualize and execute design projects from start to finish
- Detail-oriented with a keen eye for aesthetics and branding consistency
- Effective communicator and collaborator with team members and clients
- Adaptable to fast-paced environments and able to meet tight deadlines

E.O.R.O.I.

P.R. Manager & Multimedia

2010 - 2016

- Spearheaded the design and maintenance of the organization's website and social media platforms, ensuring consistent branding and engaging content.
- Produced captivating promotional videos, edited photographs, and multimedia programs to enhance brand visibility and engagement.
- Oversaw the creation of publicity materials such as brochures, handouts, and direct mail leaflets, ensuring alignment with brand messaging.
- Managed social media interactions, responding to user inquiries and fostering a strong online community.
- Designed materials for press events, official receptions, conferences, and exhibitions, showcasing the organization's key messages effectively.
- Developed in-house magazines, case studies, speeches, articles, and annual reports to highlight achievements and promote the organization's mission.

En Pointe Technologies

Project Lead - Graphic Design Dept.

2004 - 2010

- Working as a Project Lead in Graphic Design department, Responsible for managing and
- Designing projects include designing professional layouts for web & desktop applications, prototyping UI/UX, designing logos, Brochures, flyers, leaflet...etc.
- Designing newsletters, social media contents.
- Coordinate and manage the designer team members to accomplish the project in the given dead lines.

UK SOFTWARE SOLUTIONS LIMITED

Video and graphics designer

2003 - 2004

ABOUT ME

Seek to work in an environment that will challenge me further; while allowing me to contribute to the continued growth and success of the organization. Obtain a position that will provide me the ability to apply my work experience to a growing industry. Look forward to working with a company that promotes quality products and services; and provides me with the opportunity to meet and exceed assigned goals. and to participate as a team member in a dynamic work environment focused on promoting business growth by providing superior value and service, and to utilize my creative soul with the ability to think outside the box to obtain full-time employment in the social media creation/ management, graphic / branding and web design industry.

EDUCATION

Courses / Conferences, Islamabad, Pakistan

National Institute of Science and Technical Education-NISTE

2008 - 2009 ☐ 1 year

- Gain expertise in multimedia design, web development, and digital content creation
- Develop skills in graphic design, video editing, and animation
- Learn programming languages such as HTML, CSS, and JavaScript
- Acquire knowledge in user experience (UX) design and responsive web design
- Hands-on experience with industry-standard software and tools
- Create a diverse portfolio showcasing your creativity and technical abilities

Courses / Conferences

Vital System International

2002 - 2003 ☐ 1 year

- Diploma in Web & Graphical Designing
- Proficient in Adobe Creative Suite
- Skilled in creating visually appealing websites and graphics
- Experienced in user interface design and user experience principles
- Knowledgeable in HTML, CSS, and responsive design
- Strong understanding of color theory and typography
- Ability to translate client requirements into creative designs

University (graduate), Bagdad, Irak

College of Fine Arts - University of Baghdad

1996 - 2001 ☐ 5 years

- Specialized in Branding & Graphical Designing
- Proficient in creating impactful visual identities for brands
- Skilled in developing logos, marketing materials, and digital assets
- Experienced in using industry-standard design software
- Knowledgeable in color theory, typography, and layout design
- Strong understanding of brand strategy and market trends
- Able to effectively communicate and collaborate with clients and team members

High School / Vocational School, Bagdad, IRAQ

Al Nizal Secondary School

1993 - 1996 ☐ 3 years

General Sciences

SOCIAL MEDIA SKILLLS

- Creativity: For coming up with unique and engaging content ideas.
- Photography/Video Editing: To create high-quality visuals that capture attention.
- Storytelling: Crafting narratives that resonate with followers.
- Social Media Expert: Understanding the algorithms, trends, and best practices on each platform.
- Communication: Engaging with followers, clients, and brands in a positive and professional manner.
- Content Expert:
  - Videos: Short-form (Reels, TikToks) or long-form (YouTube videos).
  - Posts/Images: Pictures, infographics, carousels, etc.
  - Stories/Live Streams: Real-time interactions with the audience.

- Being a successful content creator often involves consistency, understanding your audience, and keeping up with changing trends and platform features.

LOCAL SEO / GOOGLE BUSNIESS SKILLLS

- Profile Setup and Optimization, Claiming the Business Information, business engagement with offer and events.
- Local SEO management & Google Radius as key part of GMB is selecting the appropriate categories for the business to ensure it appears in relevant local searches.

GRAPHIC & WEBDESIGN SKILLS

1.   Graphic Design
- Adobe Creative Suite Mastery: Proficiency in Photoshop, Illustrator, and InDesign is fundamental.
- Typography: Knowledge of typefaces, font pairing, and creating visually appealing text.
- Color Theory: Understanding how to use color effectively to create mood, contrast, and hierarchy.
- Layout and Composition: Ability to design visually balanced and organized compositions.
- Branding: Designing logos and visual identities that represent a company's values and mission.
- Illustration: Creating custom illustrations adds a unique touch to designs.
- Print Design: Experience with designing for print materials like brochures, posters, and business cards.

2.   Web Design Skills
- HTML/CSS: Basic knowledge of HTML and CSS to implement designs and layout structures.
- Responsive Design: Creating websites that work seamlessly across desktop, tablet, and mobile devices.
- User Interface (UI) Design: Designing intuitive and engaging interfaces for web applications or websites.
- User Experience (UX) Design: Ensuring the website is easy to navigate and that users can complete tasks efficiently.
- Wireframing and Prototyping: Tools like Figma, Sketch, and Adobe XD are used to create wireframes and prototypes for web designs.
- Web Design Principles: Applying principles like grid systems, visual hierarchy, and consistency.
- SEO Basics: Understanding how to design websites that are search engine friendly.

3.   Technical Skills
- Content Management Systems (CMS): Knowledge of WordPress, Joomla, or Shopify for web development.
- Cross-Browser Compatibility: Ensuring designs function smoothly on all browsers (Chrome, Firefox, Safari, etc.).
- Image Optimization: Compressing and optimizing images for fast website loading without sacrificing quality.
- Web Analytics: Familiarity with tools like Google Analytics to track user behavior and optimize designs.

4.   Soft Skills
- Communication: Being able to communicate your ideas clearly to clients and team members.
- Creativity: Bringing innovative ideas to the table to solve design challenges.
- Time Management: Handling multiple projects and meeting deadlines efficiently.
- Attention to Detail: Ensuring every element of the design is well-executed and polished.
- Problem-Solving: Finding creative solutions to design challenges and user needs.

5.   Project Management Skills
- Collaboration: Working with other designers, developers, and clients to bring designs to life.
- Client Relations: Understanding client requirements and providing feedback to align designs with expectations.
- Version Control: Using tools like Git or other version control systems, especially if you're involved in web development.

6.   Web & Graphic Design Tools
- Figma: A collaborative design tool for UI/UX and web design.
- Sketch: Used for wireframing and prototyping.
- Adobe XD: A design and prototyping tool popular for web and app design.
- Canva: A simpler tool for creating social media posts, ads, and basic web designs.
- CapCut: Video design and animation
- Adobe Premier: Video design and Development
- Adobe Photo Shop: photo manipulation, graphic design, digital painting, and creating visual art.
- Adobe Illustrator: creating illustrations, logos, icons, drawings, typography, and other graphic design elements.
- Adobe in Design: creating print and digital media