



Kareem Zaki

SENIOR GRAPHIC DESIGNER

About Me

Highly creative and multi-talented graphic design specialist with experience in management of the complete design process from conceptualization to delivery.

Expert at interdepartmental coordination and communication. Skilled in Adobe Creative Suite, Microsoft Office Suite, and web design applications.

Able to stretch boundaries of web design, print design, and digital storytelling.

Expertise

Logo and Branding design
Packaging design
Publication design
Typography design
Web design
Dynamic visual design
Storytelling

Technical Skills

Photoshop
InDesign
Illustrator
Lightroom

Education

B.F.A. Graphic Design,
Radford University

Contact

1416 Chapin St NW, #101
Washington, DC 20009
571.212.6500
kzaki.dc@gmail.com
[LinkedIn](#)
kzakidesigns.com

Experience

Six Half Dozen: design studios 2014-2020

Senior Graphic Designer

Managed and mentored junior designers

Lead designer for significant proposal and presentation efforts

Designed packaging, product catalogs, and digital marketing materials

Collaborated with creative, marketing, merchandising, and social teams to develop strategies that supported brand identity and solve business objectives

Conceptualized and developed creative solutions for print, digital and social media campaigns in a deadline-driven environment

Provided clear art direction for photography and animation teams to develop visuals that align with brand and style criteria

Researched and presented compelling opportunities to elevate brand and maintain a relevant connection with key demographics

Graphic Designer

Developed numerous marketing programs (logos, brochures, newsletter, infographics, presentations, and advertisements)

Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals

Junior Graphic Designer

Collaborated in the design process by offering multiple solutions in conceptual models, layout, theme, and typography

Worked with clients to make unique solutions in print and digital media

KZDesigns 2015-2020

Freelance Graphic Designer

Prioritized workload and effectively coordinated multiple projects

Meticulously followed client-based guidelines to enable brand consistency

Produced promotional materials

Identified and implemented SEO and SEM tactics that delivered quality measurable results

Knowledge and Skills

Excellent interpersonal and teaming skills

Technical understanding of digital media and print production (both in-house and with external vendors)

Ability to quickly gain in-depth knowledge of company strategy, vision, and future goals in order to deliver quality work

Outstanding work ethic and the ability to thrive in a fast-paced, time-sensitive environment