Sarah Ali

Freelance Graphic Designer

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Professional summary

Creative and self-motivated Freelance Graphic Designer with 4+ years of experience working with international clients on branding, digital marketing, and UI/UX projects. Skilled at delivering unique and tailored designs that help businesses grow their visual identity. Adept at managing multiple projects simultaneously while maintaining quality and meeting deadlines.

Professional experience

Freelance Graphic Designer | Upwork & Fiverr

January [start year] - ongoing

- Completed 120+ projects for clients across the US, UK, and the Middle East.
- Created branding packages (logos, business cards, social media templates) for startups and small businesses.
- Designed UI/UX prototypes for mobile applications with a focus on user-centered design.
- Collaborated with marketing teams to deliver engaging digital campaigns that boosted customer engagement by up to 30%.

Independent Projects

May [start year] - December [end year]

- Developed brand identity for an online clothing store, including logo, catalog, and social media templates.
- Designed a digital magazine layout and promotional posters for a student community.

Education

Bachelor of Arts in Graphic Design, [university name], [city], [country]

Languages

- Arabic: Native
- English: Advanced

Skills

- Design Tools: Adobe Photoshop, Illustrator, InDesign, Figma, Canva
- Branding: Logo design, brand guidelines, visual identity development
- Digital Design: Social media campaigns, infographics, banner ads
- UI/UX: Wireframing, prototyping, mobile and web design
- Freelance Skills: Client communication, project management, time management

Certifications

- Adobe Certified Professional in Graphic Design & Illustration – 2022
- Google Fundamentals of Digital Marketing – 2021