

Elsa Edward Amri

UI/UX Designer

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Technical Skills

Interaction Design
UI Design
Mobile Design
3D Design
Graphic Design
Packaging Design
Branding

Tools

Adobe XD
Figma
Photoshop
Illustrator
After Effects
Dimension
InVision Studio
HTML/CSS
SketchUp



My design thinking has always centered around combining empathic thinking and innovative strategy. I create visual concepts and systems that are guided by areas of opportunity in the user experience of a product. I am proactive in learning how to use technology to deliver dynamic and engaging user experiences.

WORK EXPERIENCE

Joey Group

Visual Designer

Feb 2021 - Present; Dar es Salaam, Tanzania

As the sole designer, I brainstormed and led creative executions for new clients. I designed pitch decks for strategic campaigns that helped us obtain new clients. Established a revitalised brand identity and logo for Imani Beauty. Collaborated on redesigning the Saba Saba navigation signage for this year's fair. Designed social media content for various clients, generating over 3,800 in likes overall in 3 months.

The Works Ltd

Graphic Designer

Jul - Dec 2020; Dar es Salaam, Tanzania

Designed e-commerce websites and brand collateral for clients. Collaborated with 3D designers to create 3 branded venues for Corona Beer. Styled brand assets for the Castle Lite Unlocks 2020 festival.

Dentsu Aegis Network

Junior Art Director

Mar - Jul 2020; Dar es Salaam, Tanzania

Cultivated brand relationship with Total and entrusted with designing their social media graphics by Senior Art Director, generating over 2,000 likes and 1,400 video views in engagement over 3 months. Conceptualised detailed campaigns for Sayona Apple Bubbly and Total Coffee & Donuts.

EDUCATION

Humber College

User Experience Design

Jan - Sep 2021; Postgraduate Certificate

University of Leeds

Communication & Media

Sep 2015 - Jul 2018; BA Hons

OPPORTUNITIES

Adobe

Adobe XD Ambassador

June 2021 - Present

I work with the Adobe Community team and a network of XD design experts to create learning content and events to help the user community grow and become successful UX designers.