# Ibrahim Hajo

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## Summary

I am a creative geek with more than 12 years of experience in advertising, including branding, digital & desktop publishing and UI/UX design. I leads a team of Art Directors to develop marketing and advertising creatives for clients for the sole purpose of selling their products and services. Skilled in using Creative Cloud apps, I produces visuals as per industry standards, creates workflow solutions and has successfully exceeded client expectations.

## Experience

### Lead Designer

RSI Research Science Institute

Jul 2020 - Present (1 year 9 months +)
Working closely with the Marketing Team to create digital content and assets (gifs, animations, infographics, illustrations) that can be used and shared across the social media platforms (TikTok, instagram, snapchat, vine, etc).
Plan, design, and present a full range of high-impact motion graphics.
Collaborate with Art Directors, to drive the quality of design solutions.
Conceptualizing original ideas that bring simplicity and user friendliness to complex designs.

### Creative Director

The Idea Agency

Feb 2012 - Mar 2020 (8 years 2 months)
Meeting clients or account managers to discuss the business objectives and requirements of the job; interpreting the client's business needs and developing a concept to suit their purpose; estimating the time required to complete the work and providing quotes for clients; developing design briefs by gathering information and data through research; thinking creatively to produce new ideas and concepts; using innovation to redefine a design brief within the constraints of cost and time; presenting finalized ideas and concepts to clients or account managers; working with a wide range of media, including photography, illustrations, typography, short movies and music; contributing ideas and design artwork to the overall brief; working on layouts and creating artwork pages ready for print and digital publishing; keeping abreast of emerging technologies in new media, particularly design programs such as Illustrator, Photoshop, Indesign, Acrobat, developing interactive design; working as part of a team with printers, copywriters, photographers, stylists, illustrators, other designers, account executives, web developers and marketing and digital marketing specialists.

### Senior Designer

Media House

Jan 2010 - Jan 2012 (2 years 1 month)

Create, manage, edit and Arabize digital and print designs for clients such as (Honda - Philips - Emirates NBD - Swaroviski, etc) My responsibilities included managing all graphic design tasks, refining projects, generating fresh concepts and generating new ideas that helped our client's sales team.

### Senior Designer

The MAG group

Mar 2007 - Jan 2010 (2 years 11 months)
Co founded the Press Office for MAG Group, produced and overseen digital and print creative solutions to address the head office marketing needs.
Executed marketing and PR projects from conception to production, including websites, brochures, press conferences and product packaging.

### Graphic Designer

Radiant Media Group

Jan 2004 - Jan 2007 (3 years 1 month)
I helped in delivering all design requirements. Producing high-quality design projects such as logo design, brochure design, Interactive Presentations, Flash Website Design,etc. I was required to deliver on special tasks for the completion of projects and create unique ideas to improve projects also includes tasks like pitching ideas, creating drafts and collaborating with a team.

## Education

### Trade & Commerce

## Skills

Illustrator • InDesign • Web Design • Adobe Creative Suite • Photoshop • Desktop Publishing • User Interface Design • User Experience (UX) • After Effects • Webflow

# Ibrahim Hajo

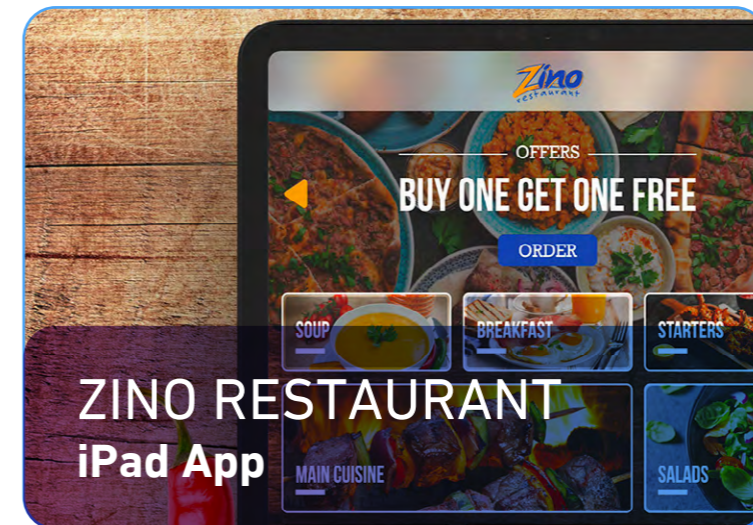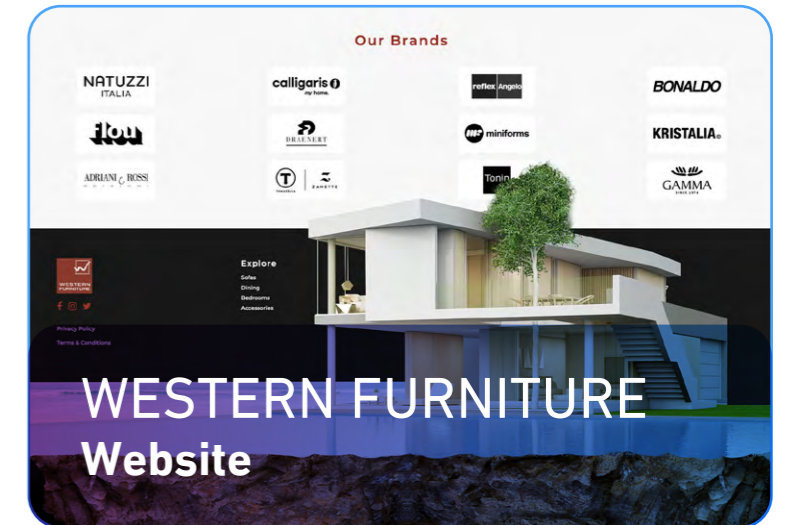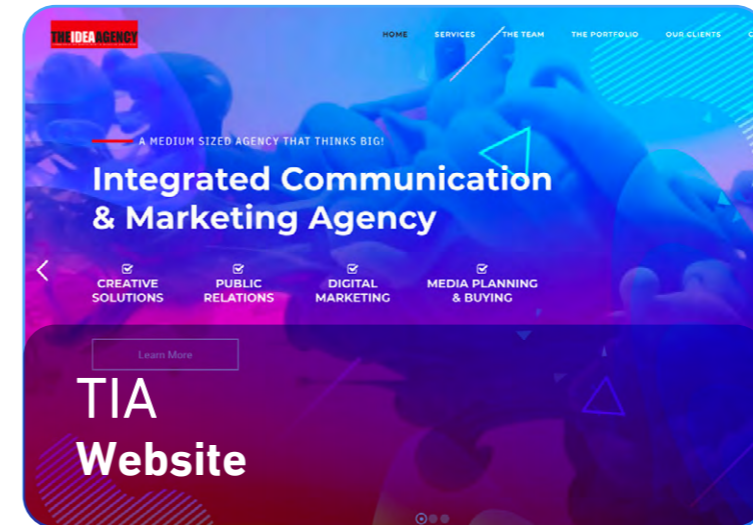**Creative Professional**

📍 **Dubai, United Arab Emirates**

I am a creative geek with more than 12 years of experience in advertising, including branding, digital & desktop publishing and UI/UX design.

**Helping others and solving problems with design is my life joy.**

## Projects



**RSI ART AWARD**
Website



**TIA**
Website



**WESTERN FURNITURE**
Website



**BBC | FRESHBITES**
Mobile App



**ZINO RESTAURANT**
iPad App



**RSI ART AWARD**
Branding

# RSI Art Award



**RSI ART AWARD**

**Website**

**Research Science Institute (RSI)**

**Dubai, United Arab Emirates**

## Apps



## Description

An initiative by the Research Science Institute launched in 2006 with a clear goal to: encourage student creativity, increase artistic awareness in schools and enable talented students to communicate through the field of Art.

## Project Overview

This project was to design and develop a new website for an Art competition. The client's current site does not meet the client's expectations and they are looking for a design refresher. The key point was to separate the three competitions into individual pages because each one has its own targeted audience.
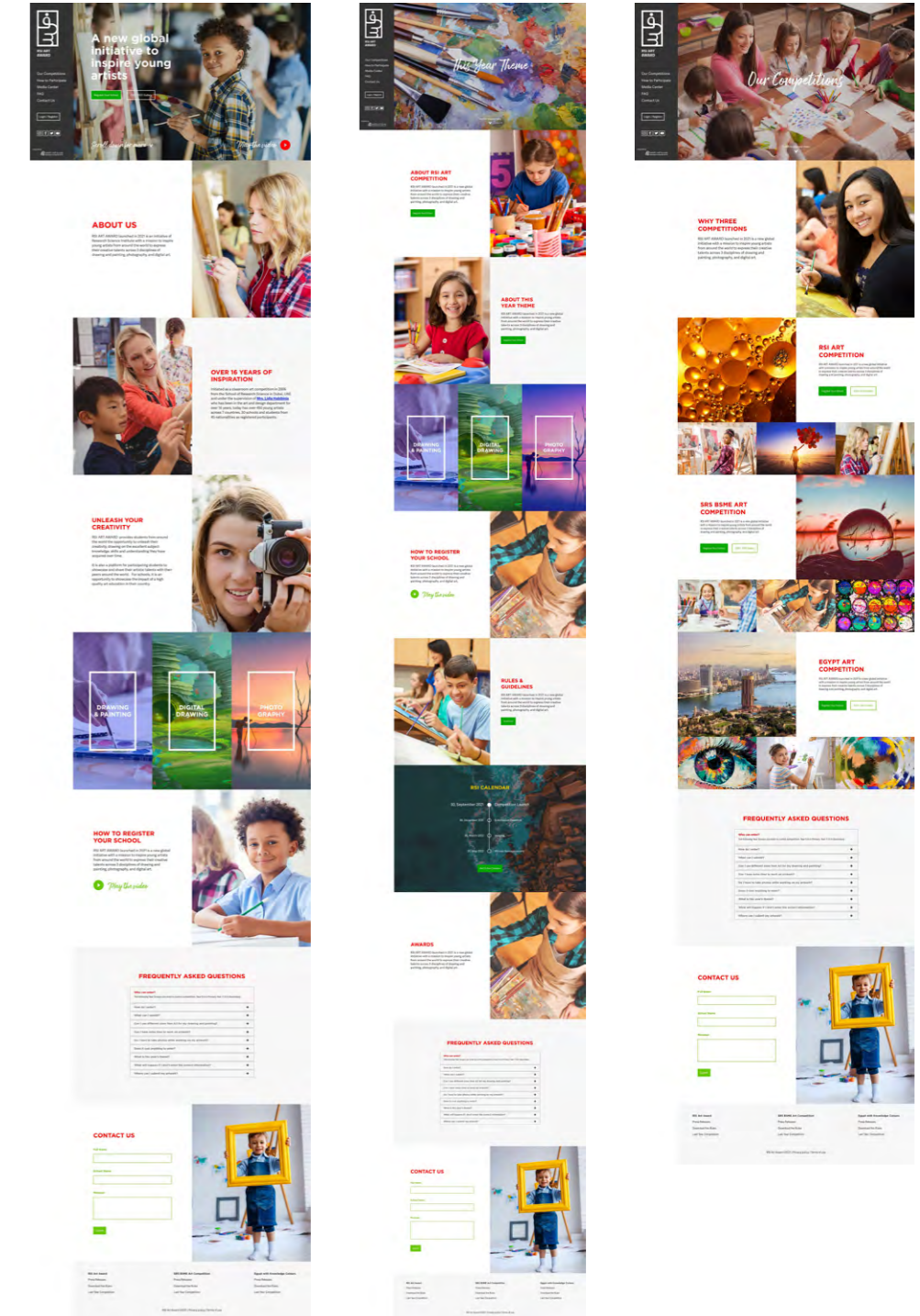
## Rational

Since I created the brand guidelines, I was very familiar with the colours, fonts and the art direction, making each section to take the full screen will keep our audience engaged and focused on the current contents.

## Contribution

- Art Direction
- UI/UX Design



**Click here for the XD preview**

# TIA



- Website
- The Idea Agency
- Dubai, United Arab Emirates

**Apps**



**Description**

We are trendy because we believe in giving 360O marketing and communications solutions to our clients who are looking for cost efficient ways to execute their communications plan. We at The Idea agency have diverse communication services to offer under one umbrella.

## Project Overview

I worked with TIA for 8 years as a Creative Director, and the management tasked me to create a new website to replace the old one, and to be more into digital integrated rather the printed advertisement that the company used to do since 1996.
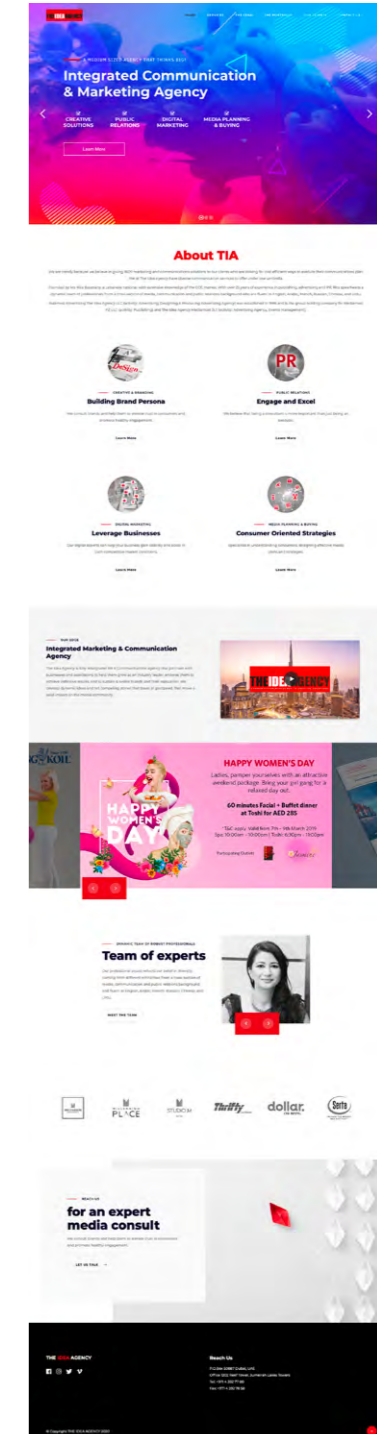
## Rational

Creating fast pace videos and showcasing our clients work right on the home page gave the website a more modern and forward thinking than the older website.

## Contribution

- Art Direction
- UI/UX Design
- Motion Graphics
- Video Editing
- Layout design

- WordPress Developing
- Basically from design to publish to managing the hosting

**Click here for the Behance showcase**

# Western Furniture

![Western Furniture logo]

## Website

**Western Furniture**

**Dubai, United Arab Emirates**

## Apps



## Description

Western Furniture LLC, established in 1992, is a member of the Arenco Group of Companies and is a leading retailer of high quality Italian brand furniture for home environment, outdoor spaces and furniture for offices and public areas.

## Project Overview

Western Furniture one of the leading furniture retail for the best Italian brands such as Natuzzi, were looking to completely change and revamp their old website, with more modern layout and dynamic page were they can easily add their latest promotions.
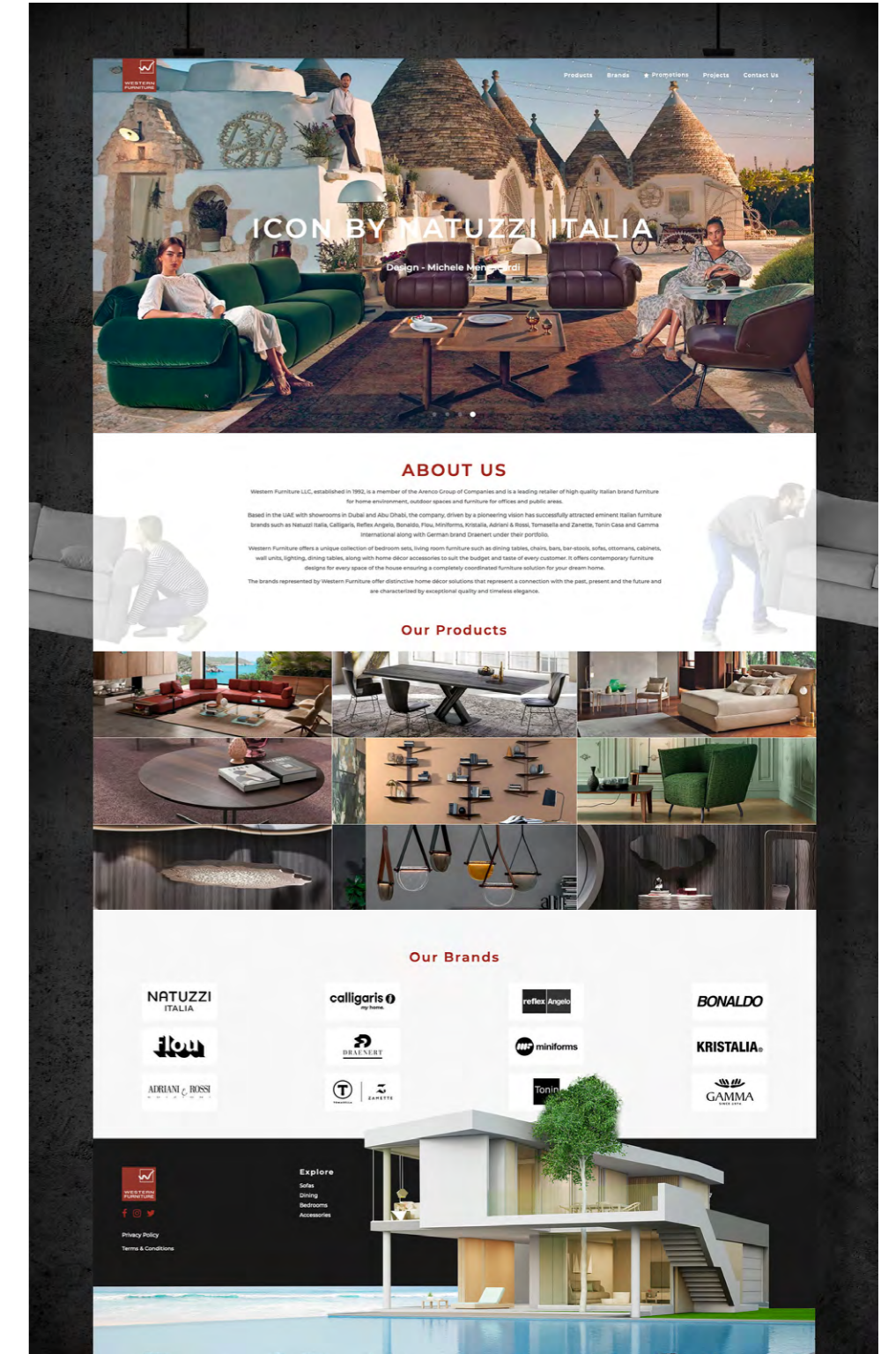
## Rational

Using Large images and duotone colour schemes to show the amazing shots for the furniture that will help the customers to understand the scale and beauty of the master piece they are looking to add to their home.

## Contribution

- Art Direction
- UI/UX Design
- Layout design
- WordPress Developing

- Basically from design to publish to managing the hosting

**Click here for the Behance showcase**

# BBC | FreshBites



**Mobile App**

**Pitch for the BBC**

**Dubai, United Arab Emirates**

## Apps



## Description

In a world where new discoveries and trends emerge every second, it's hard for our curriculum to keep up.

## Project Overview

An AI-powered live learning app that connects pupils' educational world to relevant and relatable real-time updates about the world we live in.



## Rational

Create a UX/UI experience that contextualizes learning content in an engaging, playful, and rewarding way. All while remaining mindful of children's needs and abilities. We conducted two Google surveys of students and parents respectively to gain insights into the educational challenges in the UK. This allowed us to develop a perception of the needs of each parent and child.

## Contribution

- UI/UX Design
- User interaction and animation

The preview might be a bit heavy the first time loading

**Click here for the experience**

# Zino Restaurant



- **iPad App**
- **Zino Restaurant**
- **Dubai, United Arab Emirates**

## Apps



## Description

Zino Restaurant newly established restaurant on the first of 2014, providing excellent dining experience and fast delivery for an international cuisine.

## Project Overview

My wife and I own a this small restaurant, and we loved the idea of creating a nice looking iPad app for our customer to view the dishes before ordering them when they dine in.
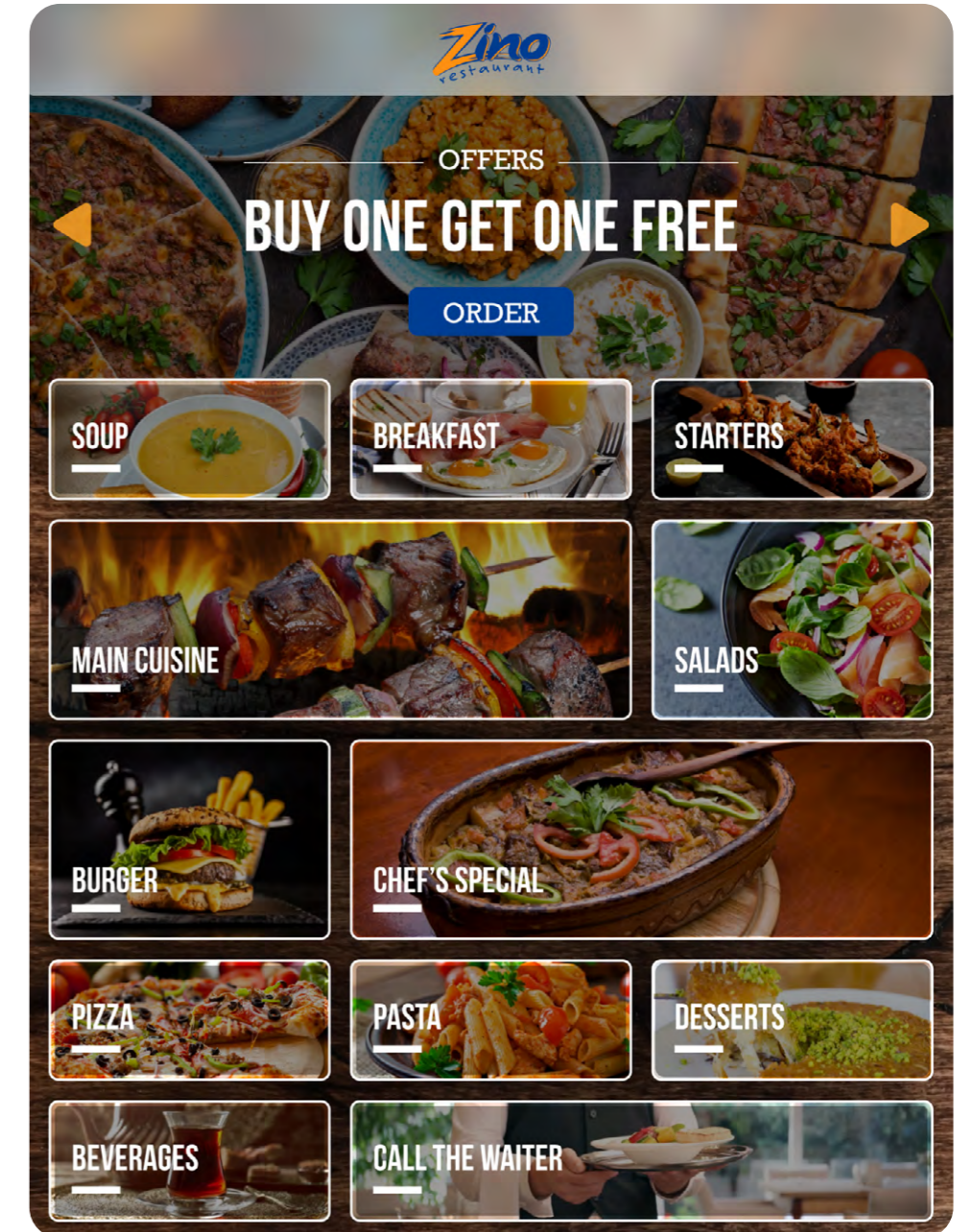
## Rational

Working with the wooden effect and retro style I truly brought the authentic flavour of the restaurant to life

## Contribution

- Art Direction
- UI/UX Design
- Layout design
- Interaction and animation design

**Behance showcase**

**XD Experience**

# RSI Art Award



- 📖 **Branding**
- 👤 **Western Furniture**
- 📍 **Dubai, United Arab Emirates**

## Apps



## Description

An initiative by the Research Science Institute launched in 2006 with a clear goal to: encourage student creativity, increase artistic awareness in schools and enable talented students to communicate through the field of Art.

## Project Overview

Language is known as the finest human art of all time, and learning the arts has a mutual influence within the human mind. RSI chose the art of drawing in fonts and colors to be incorporated into the reading project. Art in general refreshes the soul, refines the conscience and purifies the mind. RSI opened a door to the well-known art of drawing words.RSI aspires to connect the reader, image and the word as a form of creativity. The emphasis is on the phrase 'Egypt in the Colours of Knowledge'

## Rational

Inspired by the nature and colourful parrot mixed with the abstract shapes the new brand guidelines was born to reflect the art award mission to bridge the cultural gap between all students around the world with the expression of visual art.

## Contribution

- Art Direction
- Layout design
- Graphic Design
- Logo Design
- Stationary
- Social Media Templates
- Colours



**Brand Manual & Guidelines**
Version 1.0 - April 2021

**Preview the Brand Guidelines**