

Joseph Fathalla

Professional Graphic Designer

I'm a Graphic Designer with a combined knowledge of psychology, writing and design. In addition to my extensive design knowledge, I have experience in various design industries such as advertisements, social media posts, ux design and brand design.

Work Experience

Professional Graphic Designer

Dobo Designs

05/2022 - 02/2023

- Developing unique designs for social media posts.
- Use of Adobe Suite (Photoshop, Illustrator) to create engaging and aesthetically pleasing posts.
- Designing advertisements for various industries including charity organizations as well as universities.
- Ideate and execute on design for POS, digital ads, monthly flyers, landing pages.
- Generate an electronic layout by assembling the digital elements of the document.

UX/UI Designer

Cnnect

12/2018 - 03/2022

- Created complex low-fidelity sketches, wireframes and prototypes to explore ideas and communicate ideas.
- Conducted and implemented research to inform design decision and improve user experience.
- Creation of journey maps, storyboards, user flows, sketches, wireframes, and other design artifacts to effectively communicate interaction and a dynamic content strategy.

Content Specialist

Events 365

09/2020 - 12/2021

- Designed article pages by careful selection and editing photos using Word Press.
- Responsible for editing as well as posting content marketing articles accurately and efficiently to 10 different sites.
- Created over 100 SEO friendly article titles as well as edited for optimum return on marketing investment.
- Maintain and organize digital image archive.

Areas of Expertise

Typography

Color Theory

Design Layout

Psychology

Technical skills



Illustrator



Indesign



Photoshop



Premier



After Effects



Xd

Attributes

- Strong communication and organization skills with the ability to manage timelines
- Strong attention to detail and a commitment to delivering high-quality design.
- Problem-solving abilities, with a passion for finding innovative solutions to design challenges.
- Excellent communication skills and a proven ability to work collaboratively.

Education

George Brown College **Graphic Design** 2024

University of California **Writing** 2020

University of Guelph **Psychology** 2016

Languages: *English, French, Arabic*

Contact

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