



# Ashraf Hammad

I look at inquiries from a visual perspective and I convert words into artwork, I gain experience that enables me to mentor teams and administrate projects. I treat content close to heart and I aim through my quality work to enhance the organization's presence and outlook by branded content.



(971) 56 699 8377  
(971) 56 816 7708  
(962) 78 888 7807



ashrafayh@hotmail.com  
ashrafayh@gmail.com



Jordan  
United Arab Emirates



Feb 28, 1981  
Saudi Arabia



Jordanian nationality



Arabic  
English



/ashraf.hammad.81



/magictouch2020



/in/ashrafhammad

## Professional Experience

### Dec 2018 - To date

Zayed Charitable & Humanitarian Foundation  
Sr. Graphic Designer Specialist

- Contributed to charitable & humanitarian projects through impactful design.
- Create high quality design assets using Adobe Creative Suite.
- Define the creative vision & aesthetic direction across brand & campaign touch-points (digital, video, print, Infographic, & experiential).
- Lead concept development for brand campaigns, performance ads, product launches, stunts, & content series.
- Own end-to-end campaign creative process—from ideation to execution, including hands-on design work when needed.
- Build & maintain strong brand visual identity & guidelines; ensure consistency across all channels.
- Mentor junior designers and contribute to a high-performing creative

### Oct 2008 - Oct 2018

Abu Dhabi Media Company- Digital Media  
Sr.Web Designer/Developer & Email Campaign Specialist, & Video Editor

- Creating Complex HTML templates according to Industry standards
- Integrating Skins / Themes on pre-defined websites or forums.
- Ability to take decisions that involve colors of anchors & containers of content when implementing web designs to the actual HTML content.
- Acquired skills to manipulate & cross-convert graphics in Photoshop to achieve the best results.
- The work created consists of website design, designing Interfaces for CMS, etc...
- Responsible for creating Newsletters by converting designs to HTML & dispatching them to our subscribers using Email Service Providers.
- Social Media Marketing & Paid Advert.
- Creating videos, Editing, updating, Encoding, & ingesting
- Font Editing

### Jan 2005 - Oct 2008

Computer & Communicatios Systems - ICS (London)  
Sr. Graphic / Web designer

- Worked on .NET Projects (Web Design).
- Designing whole projects.
- Worked on Video Editing (reproduction).
- Creating a wide variety of design work whether web work or print work.
- Creating consists of web site design, designing Interfaces for different software solutions, making presentations using Flash MX, designing print material such as guide covers, posters, etc...
- Training other employees.

Portfolio Available on request

# Qualifications

1999

2004

**Computer Science** Al-isra University - Amman, Jordan

Bachelor's Degree of "Very Good" in my Final Year

## Skills



### Web / Graphic Design, & Video Montage

Visual Studio (All Softwares)

Use table or div depending on the requiremen

Adobe Creative Suite

Infographic

Font Editing

SEO & SEM



### Server Tech., Client Tech., Data Access & Databases

ASP, Classes, WebServices, Web CMS

IIS And Remote Scripting Technology

HTML & CSS

JQuery and Java Script

FTP client applications

MS SQL Server 7.0 & 2000 and ADO



### Bonus points

content management systems, such as Wordpress, Vignette, Wildfire Social Media Marketing, Communicator Corp and etc.

## Personal skills



**Managing multi-tasking and multi-disciplinary teams**



**Leadership and strategic planning**



**The ability to influence**



**Media Communication**

## Licenses & Certifications

- **Managing Effective Meetings**  
Alfaisal University | KLD
- **Foundations of User Experience (UX) Design**  
Google
- **Engagement & Nurture Marketing Strategies**  
Northwestern University
- **Introduction to Artificial Intelligence (AI)**  
IBM

## Training courses

- **2004**  
Lectured in HTML - Al-jabery Center
- **2004**  
Lectured in Java Script - Al-jabery Center
- **2004**  
Lectured in Adobe Creative Suite - NYIT (NewYork Institute of Tech.)
- **2010**  
Content Management Systems - Abu Dhabi Media Company
- **2015**  
Event Management - Wold of Events Company

## Interests and hobbies



**Efficient under pressure**



**General view**



**Playing sports**



**Hard Motivation for Self-Training**

## Best Friends



google.com



shutterstock.com



Adobe Creative Suite



Storyblocks

## Portfolio Projects

[www.hotelandrest.com](http://www.hotelandrest.com)

[www.icslondon.com](http://www.icslondon.com)

[www.adtv.ae](http://www.adtv.ae)

[www.admedia.ae](http://www.admedia.ae)

[www.seha.ae](http://www.seha.ae)

[www.anazahra.com](http://www.anazahra.com)

[www.majid.ae](http://www.majid.ae)

[www.yasmarinacircuit.com](http://www.yasmarinacircuit.com)

[www.livehd.ae](http://www.livehd.ae)

[www.ngalarabiya.com](http://www.ngalarabiya.com)

[www.thenational.ae](http://www.thenational.ae)

[www.ccs.com.jo](http://www.ccs.com.jo)

[www.itgsolutions.com](http://www.itgsolutions.com)

[www.tawzea.ae](http://www.tawzea.ae)

[www.alittihad.ae](http://www.alittihad.ae)

[www.aestheticccc.com](http://www.aestheticccc.com)

[www.us-omen.org](http://www.us-omen.org)

[www.citywalk.ae](http://www.citywalk.ae)

[www.weqaya.ae](http://www.weqaya.ae)

[www.jdib.jo](http://www.jdib.jo)

[www.thebeach.ae](http://www.thebeach.ae)

[www.imagenationabudhabi.com](http://www.imagenationabudhabi.com)

[www.elyzeemc.com](http://www.elyzeemc.com)