

Hala, I'm
**Ashraf
Hammad**
Jordanina Digital Media Specialist

About me

Ashraf Hammad

An Jordanian Sr. Graphic Designer Specialist with over 15 years of experience in the creative industry. Throughout my journey, I've had the privilege of collaborating with renowned companies and government entities to bring their creative visions to life.

Passionate about my craft, I'm committed to pushing creative boundaries and delivering solutions that reflect excellence, cultural authenticity, and forward-thinking ideas.

1999

Bachelor's Degree of **Computer Science**

Al-isra University - Amman, Jordan

2004



United Arab
Emirates



Feb 1981
Saudi Arabia



Jordanian
nationality



Arabic
English



ashrafayh@hotmail.com
ashrafayh@gmail.com



(971) 56 699 8377
(971) 56 816 7708

Professional experience

Dec 2018 - To date

Zayed charitable and humanitarian foundation

Sr. Graphic Designer Specialist

- Contributed to charitable and humanitarian projects through impactful design.
- Created high-quality visual assets using Adobe Creative Suite.
- Defined creative direction across digital, print, video, and infographics.
- Led campaign concepts from idea to execution.
- Maintained brand identity and visual consistency.
- Mentored junior designers and supported team performance.

Abu Dhabi Media

Oct 2008 - Oct 2018

Sr.Web Designer & Email Campaign Specialist, & Video Editor

- Developed advanced HTML templates following industry standards
- Integrated themes into existing websites & forums
- Designed intuitive CMS interfaces & managed UI decisions
- Created & dispatched newsletters via ESPs, and analyzed performance reports
- Handled social media content, paid ads
- Creating & managing video content, including editing & live show monitoring
- Managed live show production, including ingesting, editing, & monitoring
- Performed custom font editing & typographic adjustments

Jan 2005 - Oct 2008

Computer & Communicatios Systems - ICS (London)

Graphic / Web designer

- Worked on .NET, .PHP Projects (Web Design).
- Video Editing
- Creating a wide variety of design work whether web work or print work.
- Designing Interfaces for different software solutions.
- Making presentations using Flash MX

Skills



Web / Graphic Design, & Video

- Adobe Creative Suite
- Infographic
- Font Editing
- Visual Studio,... (All Softwares)
- Use table or div depending on the requiremen
- SEO & SEM



Server Tech, Data Access & Databases

- ASP, Classes, WebServices, Web CMS
- 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. Mailchimp & etc.

Skills & certificates



Managing multi-tasking & multi-disciplinary teams



Leadership and strategic planning



The ability to influence



Media Communication

Certificates

- **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

Best Friends



google.com



shutterstock.com



Adobe Creative Suite



Storyblocks

Logo

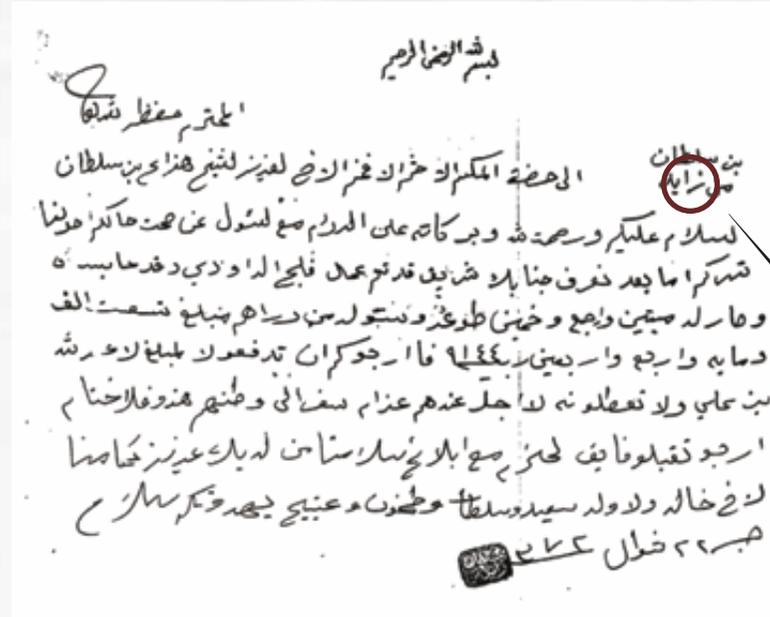
The inspiration for the new identity is the handwriting of the Late Sheikh Zayed.

The foundation and its work were a personal passion of his and by using his handwriting we were able to create an identity that connects him intimately with the foundation and his legacy.

Samples of his Arabic handwriting were studied and from these were extracted the letterforms to create his signature in Arabic. This was then used that as inspiration for an English font to ensure it would have the same characteristics as the Arabic, so creating a seamless blend between both.

Having a brand that is inspired by something as personal as the late Sheikh Zayed's handwriting ensures that his warmth and generosity permeates every aspect of the foundation's work and ensures that his vision and passion lives on.

Brand
mark



زيد

زَايِدُ زَايِدُ ZAYED

مؤسسة زايد للأعمال الخيرية والإنسانية
Zayed Charitable & Humanitarian Foundation

Stationery

**Brand
mark**



Promotional Items

Brand
mark



Digital Applications

Website

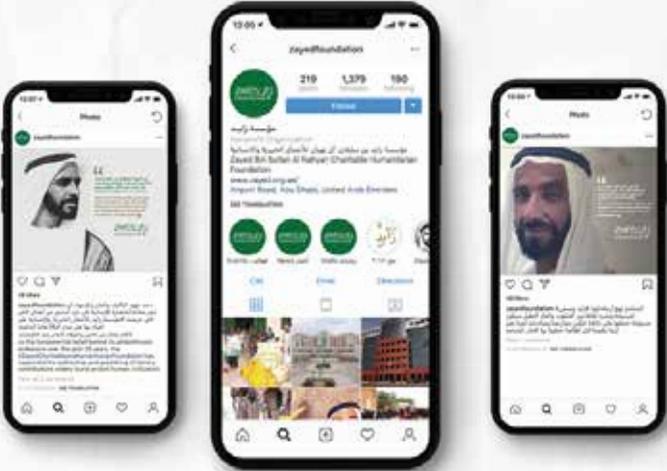
**Brand
mark**



Digital Applications

Social Media

**Brand
mark**



Digital Applications

App

Brand
mark



Literature Brochure

Brand
mark



Advertising

Double Page Press Advert

Brand
mark



2 Zayed Charitable & Humanitarian Foundation
Brand Guidelines

“^E
إننا نبني المساكن والمدارس
والمستشفيات ولا نبغي من ذلك
إلا تحقيق وتوفير وسائل الراحة
وكافة الخدمات بلا مقابل
We are building houses, schools, and
hospitals to make human life easier,
and we expect no remuneration for
these deeds ”

3 Zayed Charitable & Humanitarian Foundation
Brand Guidelines

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dellectur alit

^B Commisi simolec uscuis,
qui ullorpo rerferum inis
est laborep eriberum.

^C Porumque nis dolor sequi dotoritis di
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**Eveliquas
dellectur alit**

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Advertising Poster

Brand mark



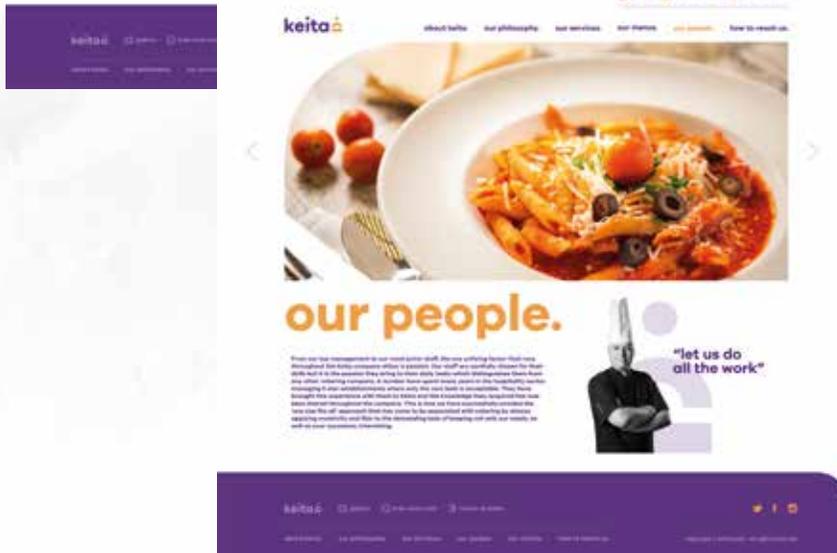
Website

Digital
application



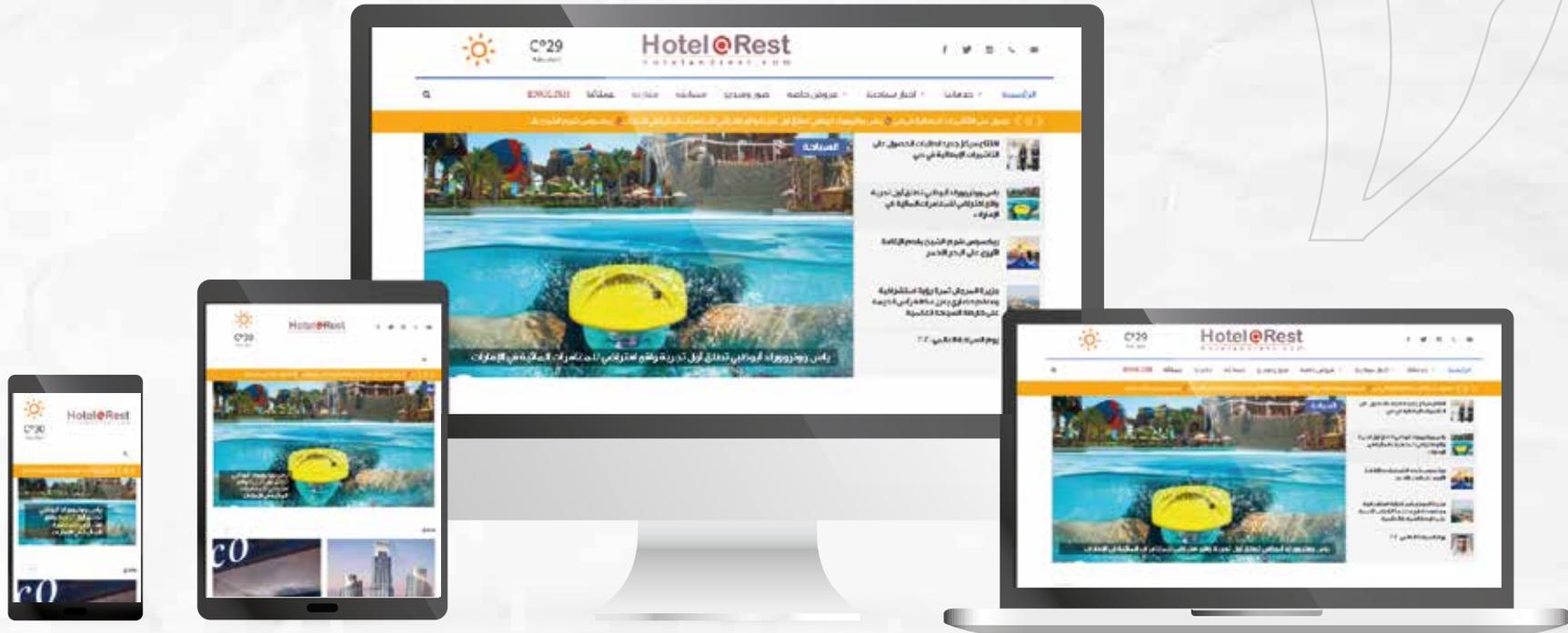
Website

Digital application



Website

Digital application



Poster

Printing section



Brochure

Printing section



Magazine & Report

Printing
section



Links for website & SM

Websites

www.admedia.ae

www.seha.ae

www.majid.ae

www.yasmarinacircuit.com

www.ngalarabiya.com

www.thenational.ae

www.itgsolutions.com

www.tawzea.ae

www.aestheticssc.com

www.us-omen.org

www.weqaya.ae

www.jdib.jo

www.thebeach.ae

www.imagenationabudhabi.com

www.elyzeemc.com

www.adtv.ae

www.ccs.com.jo

www.citywalk.ae

www.livehd.ae

www.anazahra.com

www.alittihad.ae

www.hotelandrest.com

www.icslondon.com

Social Media

ZAYED FOUNDATION

www.instagram.com/zayedchf

ALITTIHAD NEWSPAPER

www.instagram.com/alittihadae

STAR FM

www.instagram.com/starfmuae

Emarat FM

www.instagram.com/ematatfmradio

Emarat FM

www.instagram.com/ematatfmradio

Zahrat Khaleej

www.instagram.com/zahrat_khaleej

Mohtawaae

www.instagram.com/mohtawaae

NG Alarabia

www.instagram.com/NatGeoMagArab

My Instgram

www.instagram.com/magictouch2020



Thank you

علم + أخلاق + عمل = نهضة
Knowledge + Ethics + Work = Renaissance