**MUSTAFA GHEITH**

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**PROFESSIONAL SUMMARY**

Graphic designer with over 8 years of professional experience with a strong foundation in design principles and a proven track record of delivering high-quality designs for a wide range of clients. My expertise includes social media, branding, print design, digital design, and packaging design. Throughout my career, I have developed a strong portfolio showcasing my ability to create visually appealing designs that effectively communicate a brand's message and identity. I have a keen eye for detail and am able to work efficiently to meet tight deadlines. I am proficient in industry-standard design software, including Adobe Creative Suite (Photoshop, Illustrator, InDesign and After Effects), and have a strong understanding of design for web and social media platforms. I am also comfortable working with clients to understand their needs and preferences, and am able to take complex concepts and translate them into visually appealing designs.

In addition to my technical skills, I have strong communication and collaboration skills, which have allowed me to work effectively with cross-functional teams and build positive relationships with clients. I am committed to staying current with the latest design trends and techniques, and am always looking for opportunities to learn and grow as a designer.

Overall, I am confident that my skills and experience make me a strong candidate for your graphic design position. I am excited to bring my talents and passion for design to a new opportunity and make a positive impact on your organization.

**EXPERIENCE**

**Graphic Designer** | Freelance

March 2021 - Present (Brooklyn, NY)

* Established and managed a freelance business that aims to assist companies in brand development, including creating brand identities, developing marketing materials, and building websites
* Worked with a variety of clients in various industries, including fashion, beauty, food and beverage, and non-profit organizations
* Developed advertising content for various media including catalogs, menus, business cards, flyers, apparel, and product packaging while ensuring maximum brand awareness of target audience
* Conceptualized logo designs, websites, videos, and social media content to promote brands, using a data-driven approach to target specific demographics and measure the success of campaigns
* Leveraged re-branding expertise in enhancing client’s corporate image to ensure scalability and growth, including conducting market research, analyzing competitor branding, and implementing new branding strategies

**Lead Graphic Designer** | Windows We Are

February 2019 - March 2021 (Brooklyn, NY)

* Worked as part of a team to design and produce both eCommerce and non-eCommerce websites
* Created graphics and layouts for print materials, apparel, banners, and media assets used for promotion and company representation, including brochures, posters, and trade show materials
* Designed vinyl wrap graphics for company fleet of vehicles that increased brand identity and established a successful and eye-catching outdoor marketing campaign that generated thousands of dollars in revenue for the company, including designing layouts and creating mock-ups for client presentations
* Collaborated with team members and clients to ensure that designs met brand guidelines and met the specific needs and goals of each project

**Communications Designer in Emergency Management** | MCNY

May 2017 - September 2018 (New York, NY)

* Prepared PowerPoint presentations used in training staff and faculty to fulfill and support overall functioning of the New York Emergency Management program, including organizing and formatting content, designing slides, and creating custom graphics and charts
* Designed Emergency Management booklets to be handed out to students and staff, including layout design and creating illustrations and graphics to clearly convey important information
* Worked closely with the Emergency Management team to ensure that all materials accurately reflected the goals and objectives of the program and were easy to understand for the intended audience

**Surveyor & Designer** | M&S As-Built

March 2014 - May 2017 (New York, NY)

* Created AutoCAD surveys for various Fortune 500 companies such as Apple and Starbucks, including accurately measuring and documenting building layouts and creating detailed floor plans and elevations
* Designed company logo and website along with promotional materials, including brochures, business cards, and trade show graphics
* Launched successful email campaigns to generate continuous sales leads, including creating email templates and managing email lists
* Worked closely with managers to understand their needs and goals and ensure that all designs met their expectations and aligned with their brand guidelines

**SKILLS**

Design Software (Photoshop, Illustrator, InDesign, After Effects, Affinity, Figma, Sketch) | Microsoft Office Suite | Typography (Layout, Spacing, Storyboarding, Fonts) | Marketing (SEO optimization, Branding, Advertising, Digital analytics) | Web Design (Wordpress, Shopify, HTML, Webpage design, Front-end development, UX/UI design, CSS, Responsive design) | Traditional Art (Color theory, Sketching, Composition)

**SOFT SKILLS**

Creativity (Brainstorming, Imagination, Originality, Attention to detail, Innovation) | Problem Solving (Conflict resolution, research, decision-making, data analysis) | Time Management (Multitasking, Planning, Coordination, Organization, Reliability, Focus) | Adaptability (Flexibility, Determination, Resilience, Receptiveness, Enterprising) | Teamwork (Collaboration, Professionalism, Feedback, Leadership) | Communication (Active listening, Public speaking, Proposal writing, Respect, Empathy)

**EDUCATION**

**Bachelors Degree in Graphic Communication** | Baruch College | New York, NY