

Simon Elsharayeh

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Interactive & Visual Designer, Art Director, Web Developer, Video Animator, Photographer, and Editor.

Summary

As a highly-motivated interactive designer with over 7 years of agency experience in advertising and marketing, I bring a wealth of knowledge and expertise in graphic and digital design, having over a decade of professional experience in this field. My proficiency in photography and video editing, honed over 10 years of experience, further enhances my ability to communicate effectively and provide creative solutions to complex challenges.

Top Skills

Graphic Design | Project Management | Art Direction | Photography | Video/Audio Editing | Digital Ads | Branding | Motion Graphics | HTML5 | CSS | Prototyping & Wireframing | Motion Graphics | 2D Animation | Teamwork | Problem Solving

Softwares

Adobe Suite CC | Adobe Photoshop | Adobe Illustrator | Adobe Premiere | After Effect | Adobe XD | InDesign | Figma

Work Experience

Synchrony Financial

AVP, Sr. Art Director - Interactive Designer | Remote

04/2022 - Present

- Designing and building interactive, web-based navigation, banners, and/or other immersive content.
- Developing and delivering innovative product marketing communications, executive leadership presentations, and web projects such as website design, digital dashboards, and mobile apps.
- Demonstrating expertise in various design and concept expression methods, including digital comps, rapid prototyping, 3D rendering, advertising, digital campaigns, motion tests, and video.
- Presenting creative work to internal and external stakeholders, including Creative and Account Directors, clients, and senior leadership.
- Managing assigned aspects of digital design work done by Art Directors, Copywriters, Designers, Digital Developers, Animators, and Videographers with any additional outside vendors as they relate to a project.
- Working with Account Managers to ensure that the assignment is clearly outlined and estimated.
- Being responsible for the creation and management of templated dynamic solutions to streamline high-volume production for large-scale projects.

Interactive & Visual Designer

HolmesMillet Advertising | Dallas, Texas

03/2018 - 04/2022

- Designed and developed well-functioning, UX/UI, responsive adaptive websites and provided ongoing technical support for agency and client websites.
- Collaborated on projects and assigned aspects of digital and visual design with content writers, web developers, visual designers, agency partners, and clients.
- Back up assistance to the Agency Creative Team in areas of Print Design, Graphic Design, Brand Design, Mechanical Art, and Production.
- Organized multiple jobs and projects on a daily basis, met strict deadlines and expectations, and measured and improved productivity alongside with other team members.
- Designed and Managed Email Marketing campaigns, Digital Ads and banners for various brands.
- Created and produced high quality videos and motion graphics.
- Directed and executed video and photo production projects.

Art Director

Click4Corp | Allen, Texas

03/2015 - 03/2018

- Managed a team of 10 designers and developers on a daily basis to meet clients' deadlines and = expectations.
- Designed collateral in support of various marketing and digital campaigns and utilize the experience and know how to visually communicate a concept.
- Participated in project meetings and collaborated with other creative team members and account teams to communicate rationale behind design executions.
- Conceptualized visuals based on requirements and Created images and layouts using design software and tested graphics across various media.

Education

Pursuing Masters in **Graphic and Web Design**

MCAD | 08/2023 - 05/2026 (expected)

Bachelor of Arts (BA) in **Visual and Performing Arts**

University of Jordan | 09/2008 - 06-2012