

Amera

M A S H A L Y

SENIOR CREATIVE DESIGNER

A multidisciplinary creative specializing in graphic design, motion graphics, UI/UX, and photography, with 9+ years of experience in the UAE.

Visit Portfolio

www.ameramashaly.com

052 538 1757

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Abu Dhabi/Dubai, UAE

Golden Visa, Nominated by Ministry of Culture

DESIGN DISCIPLINES

- Digital Design

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- UI/UX design

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- Motion Graphics

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- Print Design

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- Photography & Editing

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TOOLS

- Figma

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- Illustrator

●●●●○
- After Effects

●●●●○
- CMS
(wordpress, webflow, framer)

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- AI Tools
(GPT, Claude)

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PROFESSIONAL SKILLS

- Communication

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- Project mgmt.

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- Team mgmt.

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- Concept dev.

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- Marketing

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EDUCATION & WORK EXPERIENCE

- UX Design Course

Google · 2024
- BA Graphic Design & Multimedia, with honors

University of Sharjah, UAE · 2017
- Photography & Video Editing Diploma

Al Khawarizmi Intl College · 2016
- Sr. Creative Manager

Prop.com · Real Estate Investments
- Sr. Creative Designer

Montfort Investments · Oil & Gas
- Sr. Creative Designer

Baraka Financial · Fintech
- Sr. Graphic Designer

Hala Insurance · Insuretech
- Creative Designer

Kamal Osman Jamjoom · Retail
- UI/UX Designer

One CMG Group · Agency
- Junior Graphic Designer

Ghaleb Production House · Agency

WORK EXPERIENCE

Sr. Creative Manager | Prop.com (Real Estate Investments)

Social Media

Branding

UI/UX

Web Design & Development

Performance Ads

Joined as the sole creative hire and **refined** Prop.com's visual identity into a cohesive brand system, then carried that identity across every customer and investor touchpoint. **Designed and developed** 5+ responsive websites in Webflow and Framer, including the main Prop.com site, spanning desktop, tablet, and mobile breakpoints, tracking site traffic and engagement through **Google Analytics** to inform ongoing design improvements.

Produced 40+ investor-facing materials: brochures, corporate profiles, and presentation decks, supporting business development and capital-raising efforts. **Owned** social media design and performance ad creative for Meta and Google, and built out the design team to support growing creative demands.

Sr. Creative Designer | Montfort Investments (Oil & Gas)

Team Management

Print Design

Branding

UI/UX

Web Development

Project Management

Led a full rebrand of the company's visual identity: logos, websites, and brand guidelines, aligned to strategic business objectives. **Produced** 100+ brand collaterals including brand assets, brochures, corporate profiles, and presentations to support business development. **Managed** a design team alongside 2 external agencies, overseeing every phase from concept to delivery to ensure high-quality, on-time output.

Sr. Creative Designer | Baraka Financial (Fintech)

E-mail Campaigns

Product Design

UI/UX

Motion Graphics

Information Design

Designed all brand visuals, motion graphics, social content, paid ads, print collateral, and web UI. **Storyboarded & animated** content for animation projects, partnering with design, product, and marketing teams to keep output brand-aligned. **Worked** with the product team on select features of Baraka's mobile app, contributing UI/UX design in Figma.

Creative Designer | Hala Insurance (Insuretech)

Product Design

Meta/Google Ads

UI/UX

Animation

Branding

Illustration

Ran daily social media design, ad content, and video production end-to-end, including shoots, motion graphics, and animation. **Drove a full rebrand:** new logo, color scheme, 3D characters, and website redesign, collaborating with junior designers on execution. **Maintained** a cohesive brand identity through ongoing daily illustration work.

Entry/Mid-Level Designer | Multiple Companies (Kamal Osman Jamjoom, ONE CMG, Ghaleb Production House)

Product Design

Photography

UI/UX

Motion Graphics

Branding

Conceptualized and produced logo designs, animations, videos, and websites to promote client and product brands across a range of industries. **Developed** creative content across formats including packaging, collaterals, print, and social media, supported by hands-on photography and videography. **Built** foundational versatility across branding, content creation, and marketing support that carried into more senior roles.