

WORK EXPERIENCE

HOOK

Graphic Designer - 2022 - Current

Developing creative concepts and campaign assets for brands including Google, Amazon, YouTube, Mailchimp, Spotter, and Freevee. Designing marketing collateral including social campaigns, presentation decks, brand guidelines, editorial layouts, motion storyboards, and digital advertising. Partnering with creative directors and clients to translate strategy into visual systems across multiple platforms. Producing mockups, creative explorations, and presentation materials to communicate the team's campaign direction and creative vision to internal and external stakeholders. Managing multiple projects while maintaining consistency across deliverables.

Hidden Season

Graphic Designer - 2025 - Current

Leading visual identity development for apparel launches through logo design, 3D visualization, product mockups, installations and production ready tech packs. Collaborating directly with founders to establish cohesive campaign visuals and experiential design across product and marketing materials.

Selkie

Graphic Design - 2025

Designed campaign creative for Selkie's Winter Collection, including email marketing, social assets, and digital branding. Translated seasonal creative direction into cohesive marketing visuals across customer touchpoints. Worked closely with stakeholders to refine campaign concepts through multiple design iterations.

Superbowl Halftime Show

Creative Direction - 2024

Supported creative direction for the Super Bowl Halftime Show by collaborating with the creative team and talent to ensure custom skate designs aligned with the overall visual narrative. Participated in creative reviews and iterative design development throughout production.

50/50 Women on Boards

Creative Marketing - 2021 - 2022

Designed social media campaigns, email marketing, presentations, and website assets supporting executive communications and brand awareness initiatives. Collaborated across marketing and leadership teams to execute creative initiatives.

OriginalFani

Graphic Designer - 2022

Redeveloped brand presentation materials and visual identity guidelines to strengthen marketing communications and improve brand consistency.

YEEZY

Fashion Assistant - 2021

Supported fashion styling and archive management during campaign production while assisting creative and production teams on set.

Slugglobal and Footaction

Photoshoot Assistant - 2021

Assisted on commercial photo and video production, supporting on-set creative execution and production logistics.

SKILLS

Creative

Campaign Design
Art Direction
Brand Identity
Social Media Design
Presentation Design
Motion Graphics
Storytelling
Editorial Design
Moodboards
Creative briefs
Key art
Title Treatment
Production

Software

Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Keynote
Google Slides

Professional

Creative Strategy
Cross functional Collaboration
Creative Brief Development
Project Management
Stakeholder Communication
Creative Operations
Asset Management
Translate English to Arabic

EDUCATION

2018 - 2022

Savannah College of Art and Design (SCAD)
Atlanta, Georgia
Bachelor of Fine Arts in Graphic Design

ACCOLADES

Sandbox U

Mentor - 2022 - Current

Mentoring students through the creative industry by guiding them and inspiring them to innovate in their craft.

Women who Create

Event Speaker - 2023

I spoke on a panel about my creative journey, design process, evolution, collaboration, iterative design, and brand adaptation.

ADWEEK

Article Feature - 2022

Featured in an article about Sandbox U mentorship, I had the opportunity to share insights and experiences about nurturing the next generation of creative minds.

Professional association for design (AIGA)

Board President - 2021 - 2022

Provided networking opportunities outside of the classroom by bringing alumni and industry professionals to present real industry experiences.