

Tina Safadi



Graphic Designer

Passionate Graphic Designer skilled in print, digital, branding, and creative problem-solving, combining design and research for innovative solutions.

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tinasafadi.com

SOFTWARE

Adobe After Effects

Adobe Express

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere Pro

Canva

Figma

Mailchimp

Procreate

SKILLS

Advertising Design

Brand Identity

Editorial Design

Email Design

Generative AI

Illustration

Marketing

Motion Graphics

Packaging Design

Project Management

Public Relations

Retouching

Social Media Content

Typography

UX/UI

WORK EXPERIENCE

Jan. 2025 - Apr. 2026 | Remote

Graphic Designer | Dar Alhandasa Alaqaria

- Managed and supported the redevelopment of brand guidelines, all while collaborating with cross-functional teams to ensure brand consistency.
- Coordinated and led the design of graphics and visual assets, including posters and digital event promos, within brand guidelines.

May. 2023 - Jul. 2024 | Remote

Brand Graphic Designer | VisaGenius

- I planned, researched, and designed a logo, establishing VisaGenius's brand identity. Crafting a comprehensive brand guideline and launching their presence on Meta for their social media debut. Additionally, I oversaw marketing analysis and performance management.

Apr. 2021 - Feb. 2022 | Remote

Graphic Design Intern | Pickmotion

- Collaborated with the design team on postcards and magnets, conducting copyright detailed checks prior to printing approval.
- Sought potential photographer collaborations for future projects.
- Created a custom typeface using Calligrapher.
- Took a leadership role in working with a colleague to conduct a competitive trend analysis for potential product expansion.

Apr. 2019 - Jun. 2021 | Hybrid

Packaging & Graphic Designer | Gate to Ask

- Oversaw project management, creative development, and product packaging for materials supporting children's creativity assessment that all fall within the Comprehensive Creativity Evaluation Tool (EPOC) guidelines.

Feb. 2020 - Dec. 2020 | Hybrid

Visual Designer, Marketing | Pin a Book

- Planned, researched, and led brand identity development, social media content creation, and digital marketing ad campaigns.

EDUCATION

2022 | Amman, Jordan

Bachelor's in Graphic Design & Visual Communications

German Jordanian University

2020 - 2022 | Trier, Germany

Intermedia & Multimedia Design | Exchange Year

Trier University of Applied Sciences

RECOGNITION & AWARDS

Jan. 2023 | Student Structural Packaging

World Packaging Organisation

Oct. 2022 | Student Structural Packaging

Arab StarPack Jordan's Third Prize Student Winner

Sep. 2022 | Student Conceptual Work

Pentawards Sustainable Design