

HESH ELSOKARY

Senior Graphic Designer

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OBJECTIVE:

As a designer, I use my skill set as a vehicle to help organizations hit their goals. My objective is to help move missions forward, with purpose-driven designs that encourage customers to take meaningful action.

WORK EXPERIENCE:

SENIOR GRAPHIC DESIGNER

MEETUP | MAY 2019 - PRESENT

- Utilize typography & photography skills in a range of media across a broad range of projects
- Deliver on-strategy ideas to meet brief objectives
- Collaborate with copywriters and product managers to develop campaign concepts
- Design landing pages and emails to create sales funnels
- Design pitch decks for sponsorship opportunities.
- Uphold and maintain brand integrity and consistency across all channels
- Utilize project management skills to ensure deadlines and objectives are achieved.

SENIOR GRAPHIC DESIGNER

GETTY IMAGES | DEC 2021 - SEP 2022

- Provide design support for the creation of marketing collateral such as sell sheets, presentations, digital and email campaigns, and landing pages.
- Develop look and feel for web series and other company initiatives.
- Provide creative input and execute advertising campaigns for digital marketing, primarily through paid social and display marketing. Ensure that the graphics and text tie together to create powerful, relevant messages.
- Design compelling infographics, data charts, and icons for internal and external use.
- Translate draft versions of PowerPoint decks into visually compelling presentations via video, webinar, etc.

DIGITAL DESIGNER

UCLA ANDERSON | JAN. 2017 - MAY 2019

- Manage projects from concept to creation, working independently, on teams, and with internal partners to establish the brand look and feel
- Work on editorial and marketing print assets, such as brochures, signs, banners, and art installments
- Collaborate with copywriters to uphold the highest level of integrity on newsletter content

SKILLS:

Adobe Creative Suite, Figma, HTML, CSS, WordPress Development, Critical Thinking, Problem Solver