



THIS IS ME
**YAMEN
IBRAHIM**
ART-DIRECTOR
CURRICULUM
VITAE

Yamen Emad Sedeek
(+49) 0174 8374314
yamen888@gmail.com
- 24/07/1988 -
EGYPTIAN

WWW.YAMEN.ME

MY LIFE IS A LIFE OF THE FIGHT AGAINST UGLINESS

Solid success in directing and implementing a broad range of revenue-generating design projects from conception to launch. Ability to readily translate business requirements into effective advertising campaigns and ensure projects meet all milestones, deadlines and budget requirements.

CAREER PROFILE

With my experience in the creative field, which includes creative direction, corporate identity and advertising i've developed a proven ability to manage multiple tasks to completion well within established deadlines, i understand the strength of good design and the positive effect it can have on business, and my objective is to be a member of a creative and innovative team that we can share ideas to produce outstanding and solutions to break the boundaries of traditional art.

EDUCATION & QUALIFICATIONS

STUDYING - Art Direction Portfolio Program - Miami Ad School Europe

GRADUATED - Art & Design Academy (2010) - Egypt
Bachelor of Applied Arts, Major of Graphic Design & Advertising.

- Over Ten years of experience.
- Excellent graphic design and related software skills.
- Sound knowledge of office practices, procedures and documentation requirements.
- Excellent ability to work alone or as part of a team.
- Strong ability to communicate effectively, both orally and in writing, with all levels of management.
- Excellent ability to establish and maintain effective working relationships with all levels of staff.
- Strong ability to translate the vision of an organization to design applications.

Photoshop	● ● ● ● ●	Muse	● ● ● ● ●
Illustrator	● ● ● ● ●	Indesign	● ● ● ● ●
Premiere	● ● ●	Keynote	● ● ● ● ●
After Effects	● ● ●	Cinema 4D	● ●

SKILLED FIELDS

BRANDING	● ● ● ● ●	PACKAGING	● ● ● ● ●
TYPOGRAPHY	● ● ● ● ●	ILLUSTRATION	● ●
RETOUCHING	● ● ● ● ●	PHOTOGRAPHY	● ● ● ●

FOLLOW ME



BEHANCE



LINKEDIN



CONTACT INFO



THIS IS ME
**YAMEN
IBRAHIM**
ART-DIRECTOR
CURRICULUM
VITAE

Yamen Emad Sedeek
(+49) 0174 8374314
yamen888@gmail.com
- 24/07/1988 -
EGYPTIAN

WWW.YAMEN.ME

FOLLOW ME



BEHANCE



LINKEDIN



CONTACT INFO

WORK EXPERIENCE

TBWA\Raad,Cairo | Senior Art Director

AUG 2015 - APR 2019

Thinking creatively to produce new ideas and concepts, Using innovation to redefine a design brief within the constraints of cost and time, Presenting finalised ideas and concepts to clients or account managers, Working with a wide range of media, Proofreading to produce accurate and high-quality work, Working on layouts and artworking pages ready for print, and Developing interactive designs.

Purple Dimension, Uk | Senior Art Director

DEC 2012 - JUL 2015

Create ATL & BTL concepts and visualizing communication campaigns for many international clients in Europe and Middle east .

TBWA\Raad,Cairo | Senior Graphic Designer

SEP 2011 - SEP 2012

Developed creative and business skills under the mentorship of TBWA's MENA Creative Directors. This covered a diverse range of subject matter from Presentation skills to Ideation and Execution techniques and was both academic in nature and applied to real clients' projects (Henkel, Pirelli, VISA, Nissan and Carrefour).

Brand Kitchen, Cairo | Senior Graphic Designer

SEP 2009 - AUG 2011

Worked on several local/regional clients such as Sama Elkahira, Easy Sweet, Haji & Mu'tamer and Coldwell banker, and more, covering both ATL and BTL media and package designs. Involved in the creative process from the initial briefing session through to the finished execution.

Vangogh, Cairo | Graphic Designer

JAN 2009 - AUG 2009

Responsible for creation of numerous advertising campaigns and other communication for clients such as Samsung, Zippo, NBG Bank and Subaru, and more, covering BTL and package designs. Worked on many the creative process for first Movie Premiere events in Egypt from the initial briefing session through to the finished execution.

STRATEGIES BBDO, Intern Graphic Designer

JUN 2008 - OCT 2008

being part of the creative team in developing creative concepts, developing original design concepts as well as execution, oversee projects if necessary.

References Will be Furnished upon request

AWARDS & PUBLICATIONS

Top Dog –
Miami Ad School Europe Q3/2019

ADS OF THE WORLD
IKEA - 2020
Chromax - 2013
Henkel General - 2012
Henkel Pril - 2012
Henkel Combat - 2012