

YASSER NASR

Multimedia Designer | Brand & Visual Designer | GCC Market Experience

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Professional Summary

Multimedia Designer and Brand & Visual Designer with 6+ years of experience across branding, multimedia content, marketing visuals, and visual communication for agencies and businesses across Egypt and the Gulf. Experienced in building brand systems, campaigns, presentations, motion content, social media visuals, and digital assets for clients in real estate, legal, finance, technology, and corporate sectors. Skilled in combining creative execution with marketing understanding to deliver clear and engaging visual communication across digital and print platforms.

Industries Served

Real Estate • Financial Services • Legal & Professional Services • Government & Chambers • Technology & SaaS • Education • NGOs & Development

Professional Experience

Marketing & Brand Manager — A1 Investments

Dubai, UAE (Remote) | Apr 2025 – Present

- Lead brand and marketing creative across multiple businesses in real estate, finance, home services, and agriculture.
- Developed and launched visual identity systems, social media content, and marketing materials across digital and print platforms.
- Designed and launched company websites, handling layout, content, and visual direction.
- Created presentations, investor decks, proposals, and corporate communication materials for sales and development operations.
- Produced multimedia content including motion graphics, video content, 3D visuals, and campaign creatives.
- Applied agricultural engineering knowledge to support Green Hive's brand positioning, product communication, and authenticity.

Creative Support — Sand Circus / Beyond

Saudi Arabia (Remote) | Concurrent Engagement

- Supported campaign creative and influencer content systems for regional campaigns and brand activations.

- Created social media visuals, multimedia assets, and 3D exhibition concepts for live events and campaigns.
- Contributed to projects for organizations including RTA Dubai, Riyadh Chamber, and Cultural Development Fund.

Graphic Designer — Pillars Public Relations Agency

Abu Dhabi, UAE (Remote) | Oct 2023 – Jun 2025

- Designed branding and marketing materials for Gulf-based law firms and corporate clients.
- Created visual systems across presentations, websites, newsletters, signage, and social media campaigns.
- Produced motion graphics, animation, and video content for digital campaigns and online platforms.
- Collaborated closely with marketing teams to maintain strong and consistent brand communication.

Graphic Design Instructor — SkillsDynamix

Alexandria, Egypt (Hybrid) | Jul 2025 – Jan 2026

- Developed and delivered graphic design training programs covering Adobe Photoshop, Illustrator, and InDesign.
- Taught design fundamentals including layout, color theory, branding, and visual communication.
- Guided learners through hands-on projects, portfolio development, and creative presentations.

Graphic Design Instructor — Arabian Academy

Alexandria, Egypt (Hybrid) | Nov 2023 – Jan 2026

- Designed course content and educational materials across multiple design programs.
- Taught graphic design fundamentals and Adobe Creative Suite tools.
- Mentored students on portfolio development, freelance practice, and creative career direction.
- Mentored 150+ students across multiple design programs and workshops.

Independent / Freelance Brand & Visual Designer

Aug 2016 – Present

- Worked with clients across branding, social media, presentations, multimedia content, and marketing campaigns.
- Developed visual identities, marketing materials, packaging, and campaign assets across multiple industries.
- Produced motion graphics and video editing work for digital campaigns and social media.
- Worked directly with clients to translate business goals into clear visual systems and marketing materials.

Graphic Designer — Petra Advertising Agency

Alexandria, Egypt | Sep 2019 – Feb 2020

- Developed creative materials for digital and print campaigns across branding, layouts, and illustrations.
- Collaborated with creative and marketing teams to refine and finalize campaign assets.
- Adapted designs based on feedback while maintaining visual consistency across deliverables.

Graphic Design Instructor — Arkan Cultural Center

Alexandria, Egypt | Sep 2017 – Sep 2018

- Taught graphic design fundamentals and Adobe software through structured course materials.
- Guided students through practical design projects and creative development.

Leadership & Volunteer Experience

Graphics Team Leader — Sustainable Development Studies Programme — Bibliotheca Alexandrina

- Led a team of 10+ designers across visual communication initiatives and awareness campaigns.
- Managed creative workflows, project coordination, mentorship, and visual content production.
- Collaborated with organizations including UNDP, GEF, Ministry of Environment, and multiple universities.

Marketing Team Leader — American Chemical Society — Alexandria University Chapter

- Led marketing initiatives and maintained brand consistency across digital, print, and event campaigns.

Graphic Designer — Microsoft Student Partners — MSP Tech Club

- Designed campaign visuals and event communication materials for student-led technology programs.

Awards & Recognition

- Visualize 2030 (ADP × UNDP) — Top 10, MENA region, visual content track.
- SDGs Youth Vision Workshop — Contributing Designer, Bibliotheca Alexandrina.

Skills

Brand Identity • Visual Systems • Typography • Layout Design • Campaign Design • Motion Graphics
 • Video Editing • Multimedia Content • 3D Visualization • Social Media Design • Presentation Design
 • Website Visual Direction • Adobe Creative Suite • Blender • Figma • AI Creative Tools

Education

Bachelor of Agricultural Engineering and Biosystems

Faculty of Agriculture, Alexandria University | Sep 2016 – May 2021

Languages

Arabic — Native | English — Professional