

Yasser Nasr

Graphic & Multimedia Designer | Brand & Digital Designer

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PROFESSIONAL SUMMARY

Graphic & Multimedia Designer and Brand & Digital Designer with 6+ years of experience creating brand identities, visual systems, digital campaigns, websites, landing pages, presentations, motion content, social media visuals, and marketing materials for agencies and businesses across Egypt and GCC markets.

Experienced in translating business goals into clear, consistent, and scalable visual communication across digital and print platforms. Worked across real estate, financial services, legal and professional services, technology, education, government, development, agriculture, home services, and corporate sectors, collaborating with agencies, remote teams, startups, and growing businesses in Egypt, the UAE, Saudi Arabia, and the wider GCC region.

CORE EXPERTISE

Brand & Graphic Design: Graphic Design, Brand Identity, Visual Systems, Typography, Layout Design, Marketing Collateral

Digital & Campaigns: Digital Design, Social Media Design, Campaign Design, Website Design, Landing Page Design, UI/UX Principles, Performance Marketing Creative

Multimedia: Presentation Design, Motion Graphics, Video Editing, Multimedia Content, 3D Visualization

Tools: Adobe Creative Suite, Figma, Blender, AI Creative Tools

PROFESSIONAL EXPERIENCE

Marketing & Brand Manager | A1 Investments

Dubai, UAE (Remote) | Apr 2025 - Present

- Lead brand and creative development across businesses operating in real estate, finance, home services, and agriculture.
- Develop visual identity systems, brand assets, and marketing materials across digital and print platforms.
- Design websites, landing pages, presentations, and communication materials supporting growth, sales, and stakeholder engagement.
- Create social media visuals, digital campaigns, marketing collateral, and content assets across multiple customer and business touchpoints.
- Produce investor presentations, business proposals, pitch decks, and executive communication materials.
- Develop multimedia content including motion graphics, video content, 3D visuals, and campaign creatives.
- Contribute to brand positioning, storytelling, and product communication through design-led visual communication.
- Apply sector-specific knowledge to support agriculture-related brand positioning, product communication, and authentic visual storytelling.

Creative Support | Sand Circus / Beyond

Saudi Arabia (Remote) | Concurrent Engagement

- Supported regional campaigns, activations, and brand experiences across public and private sector initiatives.
- Developed social media visuals, presentation systems, multimedia assets, content frameworks, and experiential concepts.
- Produced 3D exhibition concepts and visual assets for live events, campaigns, and public engagement.
- Contributed to projects involving RTA Dubai, Riyadh Chamber, and Cultural Development Fund.

Graphic Designer | Pillars Public Relations Agency

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

- Designed brand, marketing, and visual communication materials for Gulf-based law firms, corporate clients, and professional service organizations.
- Created visual assets across presentations, social media campaigns, marketing collateral, digital communication materials, and client brand touchpoints.
- Supported website projects by preparing visual assets, image direction, layout elements, and UI system components in collaboration with developers.
- Developed digital creative aligned with client brand guidelines, marketing objectives, and communication strategies.
- Produced motion graphics, animation, video content, and multimedia assets for social media, campaigns, websites, and online platforms.
- Supported 3D visuals, animations, and conceptual design assets for selected client and campaign projects.
- Collaborated with marketing and account teams to maintain brand consistency, meet deadlines, and deliver high-quality creative across multiple client brands.

Independent / Freelance Designer | Brand, Digital & Multimedia Design

Self-employed | Aug 2016 - Present

- Partner with startups, SMEs, founders, and growing businesses to develop visual identities, websites, landing pages, campaigns, presentations, and marketing materials.
- Create brand identities, logos, visual systems, and design assets across digital and print touchpoints.
- Design social media content, campaign creatives, paid advertising assets, and digital communication materials for multiple industries.

- Develop websites, landing page visuals, UI layouts, and digital experiences that support business goals, user needs, and brand consistency.
- Produce multimedia content including presentation designs, motion assets, video content, and visual storytelling materials.
- Build scalable visual systems and brand assets that help clients communicate consistently across online and offline platforms.
- Work directly with clients and stakeholders to understand project goals, present design concepts, revise creative solutions, and deliver work aligned with brand guidelines, budgets, and project requirements.

Graphic Designer | Petra Advertising Agency

Alexandria, Egypt | Sep 2019 - Feb 2020

- Developed campaign visuals, layouts, illustrations, branding materials, and marketing collateral across digital and print channels.
- Created visual concepts based on client briefs, brand direction, and campaign requirements.
- Collaborated with creative leads, writers, and marketing teams through concept development, feedback rounds, final execution, and quality checks.

TEACHING EXPERIENCE

Graphic Design Instructor | Arabian Academy

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

- Developed educational content covering graphic design fundamentals, Adobe Creative Suite, branding, layout, typography, color theory, and visual communication.
- Mentored students on portfolio development, freelance practice, creative career direction, and project presentation.
- Mentored 150+ students across multiple design programs and workshops.

Graphic Design Instructor | SkillsDynamix

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

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

Graphic Design Instructor | Arkan Cultural Center

Alexandria, Egypt | Sep 2017 - Sep 2018

- Prepared course materials, lesson plans, assignments, and learning outlines for graphic design workshops.
- Taught graphic design fundamentals, Adobe software basics, layout, color theory, typography, and visual communication.
- Supported students in developing technical design skills, creative thinking, and practical project work.

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

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

Graphic Designer | Microsoft Student Partners

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

AWARDS & RECOGNITION

- Visualize 2030 (ADP x UNDP) - Top 10, MENA Region, Visual Content Track.
- SDGs Youth Vision Workshop - Contributing Designer, Bibliotheca Alexandrina.

EDUCATION

Bachelor of Agricultural Engineering and Biosystems | Faculty of Agriculture, Alexandria University | Sep 2016 - May 2021

LANGUAGES

Arabic - Native | English - Professional