

ALSHAIMAA M. ALSHEHRI

Graphic Designer | Brand Identity, Visual Design & UI/UX

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PROFILE

Graphic designer specializing in brand identity, visual design and UI/UX. Delivered logos and full identity systems, mobile app interfaces, landing pages, packaging and print collateral for corporate, cultural and public-sector clients. Bilingual Arabic-English, working across Adobe Photoshop, Illustrator, InDesign and Figma.

SKILLS

- Graphic Design, Visual Design, Brand Identity Design, Logo Design, Visual Identity Guidelines
- User Interface (UI) Design, User Experience (UX) Design, Wireframing, Prototyping, Mobile App Design
- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma
- Typography, Arabic Calligraphy, Iconography, Illustration, Packaging Design, Infographic Design
- HTML, CSS, Responsive Web Design, Landing Page Design
- Print Production, Social Media Design, Marketing Materials, Brand Consistency
- Bilingual Arabic-English Design, Multi-Project and Deadline Management, Teamwork, Communication
- Languages: Arabic (Native), English (Professional Working Proficiency)

EDUCATION

Bachelor of Graphic Design

University of Jeddah, Saudi Arabia | 2026

GPA 4.56 / 5.00, Graduated with Honours

Graduation Research Project: Redesigning the Visual Packaging of Saudi Traditional Games to Strengthen Youth Connection to Cultural Heritage.

PRACTICAL EXPERIENCE

Graphic Designer, Field Training / Internship (concurrent with undergraduate studies)

Digital Servers Center Co., Saudi Arabia | 2025-2026

- Designed a landing page and visual marketing materials for the Whatsloop platform.
- Created the full logo and brand identity for Cortra nutrition center.
- Designed the complete brand identity and mobile app user interface (UI) for Mezanyati, a personal finance application.
- Designed a landing page for a law firm and multiple website pages for clients, including the Saudi Arabian Society for Culture and Arts.
- Managed social media content design for The Little Trader.
- Delivered print-ready and digital assets while maintaining brand consistency across all channels.

SELECTED PROJECTS

Saudi Traditional Games: Packaging and Visual Identity System

Graduation research project combining Arabic typography, cultural heritage and packaging design; selected for presentation at the First Research Conference in the Makkah Region.

Tarah: Driving Education Application for Women (Full UI/UX)

End-to-end UI/UX design for a mobile application covering skill-based lessons, instructor reviews and appointment scheduling.

ACHIEVEMENTS

- Graduated with Honours, GPA 4.56 / 5.00.
- Presenter, First Research Conference in the Makkah Region.
- Participant in a Guinness World Records achievement: world's largest AI video lesson (KANZ, in cooperation with the Ministry of Human Resources and Social Development).
- 90+ hours of community volunteering, including exhibition support and visitor guidance at the Museum of Science and Technology in Islam (Mawhiba initiatives).

CERTIFICATIONS

- Brand Management: Aligning Business, Brand and Behaviour | University of London / London Business School, Coursera, 2026
- UI/UX Design Specialization (4 courses) | California Institute of the Arts, Coursera, 2026
- Responsive Web Design with HTML and CSS | Scrimba, Coursera, 2026
- IBM: Managing Projects in a Digital Environment | Skills Accelerator, Ministry of HRSD, 2026 (accredited)
- Agile Project Management (PMI-ACP Exam Preparation) Specialization | Packt, Coursera, 2026
- The Branding Masterclass for Graphic Designers | Skillshare, 2026