



# Gazwan AlHarash

- Senior Designer / Art Director -

A substantial experience in ad agencies, design firms and in-house marketing departments. Demonstrated expertise in creating original solutions to visual marketing and branding.

## Professional Experience (more than 20 years)

• Dec 2018 - Present

**Senior Graphic Designer** @CleverShuttle (Berlin, Germany).

A daughter company of Deutsche Bahn.

Key Achievements:

- Built the visual corporate ID & developed the design guidelines.
- Created & shaped the main visuals elements & the lead designs.
- Empowered the brand awareness & enhance the brand strategy.
- Organized & improved the workflow process of the design dep.

Key Tasks:

- Provide hands-on creative digital & printing designs, layout, & innovative ideas for multiple channels.
- Support, monitor and manage the young designers.
- Support the UX team, designing the App UI & its elements.
- Engaging & closely working with other marketing sections & management.

• Dec 2016 - Mar 20

**Visual Designer** @Betzold (Ellwangen, Germany).

Establishment to produce educational materials for schools & kindergarten. My main task was to make the packaging designs & the designs for the internal materials.

• Feb 2013 - Dec 2015

**Art Director** @TwoFour54 (Abu Dhabi media authority)  
(Abu Dhabi & Dubai, UAE)

Regional media zone that offers solutions & services in media, advertising, PR, Filming & game industry. My key tasks were:

- Creative, Art direction & adapting ideas from international campaigns into appropriate visual artwork for the local market.
- Came-up with creative ideas & concepts from scratch.
- Contacting the clients, discussing thier projects & presenting for them the concept.

## Personal Info.

**Date of Birth:** 13.09.1977

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13357 Berlin

**Portfolio:** [www.gazwan.info](http://www.gazwan.info)

## Key Skills:

- Strategic development of advertising & marketing needs into design projects.
- Effective & efficient time & project management.
- Collaborating successfully with senior managment, marketing director & product managers.
- Meet deadlines and delivering the projects even with short notice.
- Extensive hands-on experience in printing and digital design.
- Deep knowledge of printing, production, marketing & media.
- Experience in animation & video editing.
- Fundamentals knowledge of Digital marketing, SEO, SEM, & social media campaigns.

• Oct 2008 - Jan 2013

**Art Director** @Dali Agency (Damascus - Syria).

- Planning, developing & executing innovative, effective & creative communication ideas that meet the objectives of short & long-term marketing clients strategy.
- Provide solutions to increase brand awareness, value, accessibility & emotional connection.
- Deal & contact with the clients, understand thier needs & make the briefs deliever their visions in the appropriate manners & methods.

• Mar 2006 - Sep 2008

**Studio Manager & Art Director** @Star Animation (Damascus, Syria).

Star Animation is a Kids TV film & series producer, has more than 13 studios & about 350 employees. What I have to do was to translated specific on-air series to come up with merchandise such as (games...) to complement the published DVD.

• Oct 2003 - Nov 2005

**Art Director** @MUSE AD & PR Agency (Damascus, Syria).

- Create concepts, ideas & visual ID and designing variety of art works & graphic material.
- Follow up the production section to make sure that all my department projects are done professionally.

• Feb 2002 - Sep 2003

**Senior Graphic Designer (Print & Digital)** @Transtek (Abu Dhabi, UAE).

For this software development company.

- Printing designs for the marketing purposes & plans.
- Digital designs by doing the UI, the screens of the softwares.
- Following up the production houses for the printng materials to insure & control the quilty of the final materials.

• Sep 2000 - Nov 2001

**Web Visual Digital Designer** @BJ Web (Jeddah, Saudi Arabia)

• Oct 1999 - Sep 2000

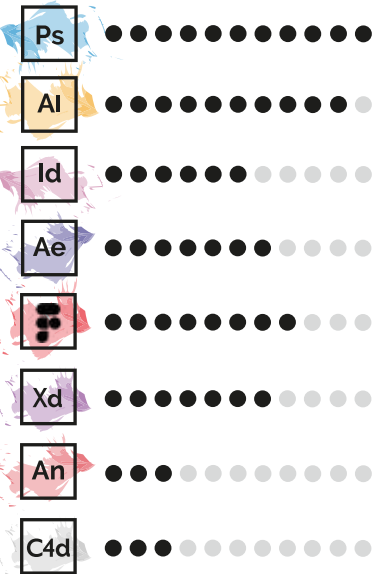
**Web Visual Digital Designer** @Cyber Web (Damascus, Syria).

• Apr 1997 - Sep 1999

**Student Graphic Designer** @JAMP Advertising (Damascus, Syria).

## Design Software Skills:

- Adobe Suite, Figma and Cinema 4D



## Project M. Software Skills:

- Trello
- Slack
- Monday
- Clockify
- Ms Office Word

## Education

- Faculty of Fine Arts - Damascus Uni. Visual Communications, 1996 - 2000

## Training & Certifications

- Fundamentals of Digital Marketing by Google / 2020.
- Project Management by Edx / 2003.
- Strategic Brand Management 2015.

## Languages

- German: B2/C1
- English: Fluent
- Arabic: Native

## Hobbies

