

# OMAR ASHOUR

BRANDING AND DESIGN PROFESSIONAL

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[oashour.me](https://oashour.me)

[LinkedIn](#)

## EDUCATION

**Present (Expected August 2024)**

**DIGITAL MEDIA DESIGN**

Edinburgh University / MSc.

**Graduated, 2016**

**MEDIA & COMMUNICATIONS**

Northwestern University / BSc.

**2012 - 2015**

**COMPUTER SCIENCE**

Carnegie Mellon University / Minor

## STATEMENT

Creative professional, skilled in designing communication solutions and digital story-telling; highly knowledgeable in visual imagery and graphic design; visionary and self-motivated.

## TOOLKIT

ADOBE ILLUSTRATOR  
ADOBE INDESIGN  
ADOBE PHOTOSHOP  
ADOBE PREMIERE  
ADOBE AFTER EFFECTS  
ADOBE XD  
AUTODESK 3DS MAX  
AUTODESK MAYA  
BLENDER  
P5.JS  
THREE.JS

**2013 - 2015**

**CARNEGIE MELLON UNIVERSITY**

**Research Assistant and Digital Illustrator**

- Utilized Illustrator and Photoshop to digitally paint and edit [illustrations](#) for educational textbooks.
- Created culturally relevant and optimized 3D models using 3ds Max and Maya.
- Developed ideas, storyboards, and animated sequences as illustrative examples for accompanying software.

## EXPERIENCE

**ASIAN CUP 2023 - LOC**

**OCTOBER 2023 - MARCH 2024**

**Senior Designer**

- Designed engaging posts showcasing key moments, driving an increase in engagement and shares during the Asian Cup 2023.
- Created vibrant team and player feature graphics, boosting follower growth.
- Developed real-time match update visuals, enhancing fan interaction and live engagement.
- Created all digital assets for a digital competition including a logo and animation videos, Like it to Win It Cup, promoting and explaining the competition.

**QATAR INTERNATIONAL COURT**

**2023 - PRESENT**

**Senior Branding Specialist**

**2019 - 2023**

**Branding and Design Officer**

- Improved the user interface (UI) and user experience (UX) for the QICDRC Website and Case Management System (eCourt) to enhance usability and efficiency.
- Led a successful branding refresh initiative, incorporating newly launched services into the overall brand identity to align with strategic objectives.
- Developed augmented reality and interactive experiences (AR) to engage users, leveraging cutting-edge technologies to enhance user interaction and satisfaction.

**March 2017 - 2019**

**Graphic Design Officer**

- Managed QICDRC's brand identity and marketing materials, including website development and maintenance.
- Strengthened brand guidelines and optimized marketing materials, including brochures, adverts, websites, email campaigns, and collaterals.
- Created and produced social media videos to establish a strong online brand presence.
- Captured photos during marketing events for social media content creation.
- Cultivated essential partnerships with agencies, vendors, and suppliers.

## CERTIFICATIONS

**NEW YORK UNIVERSITY (NYU)**

- Integrated Digital Media MicroMasters Certificate

**CalArts**

- Introduction to Imagemaking
- Fundamentals of Graphic Design
- Introduction to Typography

## CLIENTS

- Qatar International Court
- LOC Asian Cup 2023
- Design Doha Biennial x Qatar Creates
- Education Above All
- Ministry of Finance - Qatar
- Aspire
- SkipCash
- US Embassy of Doha
- Action Global Communications

## SKILLS

- Creative Coding and Interactive Art
- Animation
- Digital Illustration
- Web Development
- Photography
- Writing and Storyboarding

## LANGUAGE SKILLS

**ARABIC**

**ENGLISH**

**FRENCH**

## WEB DEVELOPMENT

HTML / CSS / Javascript / Python  
PHP / SquareSpace / Wordpress / Wix