

Mohamed Barakat

Graphic Designer | Social Media Specialist

Contact

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Personal Information

Date of Birth: 1st July 1996

Nationality: Egyptian

Marital Status: Single

Military Status: Completed

Languages: Arabic (Native), English (Good)

About Me

I am a passionate Graphic Designer and Social Media Specialist with solid experience in creating visual content for social media, print materials, branding, and logos. I also work on eCommerce product design, basic video editing, and web design. In addition, I have experience as a website moderator, data entry specialist, SEO practitioner, and reels content creator with strong editing skills.

Objective

"Highly motivated and creative graphic designer with over 5 years of experience in branding, print, and web design. Seeking a dynamic role where I can contribute to impactful design campaigns and support a fast-growing company in maintaining a strong, cohesive brand identity aligned with its core values.

Education

Faculty of Physical Education, Tanta University (2018)

Professional Experience

- Organization: Eliraqi Company (Home Appliances Company)
Job Title: Graphic Designer & Social Media Specialist (05/2020 – till now)
<https://www.eliraqi.com.eg>
 - Developed and executed creative designs for all social media platforms, enhancing brand visibility and engagement.
 - Designed all company print materials, including indoor and outdoor signage, brochures, and marketing collateral.
 - Captured and edited high-quality product photography for promotional use across social media and digital platforms.
 - Created and implemented the company's full corporate identity from the ground up, including logo, color palette, and visual guidelines.
 - Strategically planned and designed monthly marketing campaigns to drive audience engagement and sales.
 - Collaborated with the team on website UI/UX design to ensure a seamless and user-friendly experience.
 - Oversaw website design updates and managed product listings, ensuring accurate and appealing presentation.
- Organization: Egyptian Armed Forces
Job Title: Graphic Designer & Print Specialist (03/2019 – 03/2020)
 - Served as a Printing Specialist at the House of Publications and Publishing – Red Mountain, Nasr City, Cairo, Egypt.
 - Specialized in operating and managing large-format printing equipment, including banner and flex printing machines. Responsibilities included preparing print files, ensuring color accuracy, maintaining printing hardware, and delivering high-quality output for various official and promotional materials. Developed strong attention to detail, time management, and technical troubleshooting skills in a high-pressure, deadline-driven environment.

- Freelancer (01/2017 – 01/2019)

- Collaborated remotely with a variety of clients, including startups, small business owners, and marketing teams, to deliver tailored design solutions that aligned with their business goals.
- Led the development of complete branding and visual identity projects, including logo design, color palettes, typography, and brand guidelines.
- Delivered high-quality creative assets for both print and digital use, ensuring consistency across all platforms.
- Communicated directly with clients to understand their needs, provide regular updates, and implement feedback efficiently, building strong and lasting professional relationships.
- Managed multiple projects simultaneously while meeting tight deadlines and maintaining a high standard of quality.

Skills & Competencies

- Graphic Design Expertise: Proficient in logo creation, social media visuals, complete corporate identity systems, business cards, character/portrait design, and product packaging.
- Creative Specializations: Strong command of typography, branding, label design, infographics, advertising materials, and professional photo retouching.
- Multimedia Production: Skilled in video editing, basic montage, and commercial/product photography, with an eye for compelling visual storytelling.
- Professional Attributes: Highly motivated, adaptable, and dynamic designer with a mature mindset and strong work ethic.
- Strategic Thinking: Quick learner with strong analytical thinking, capable of developing creative solutions and executing them with precision.
- Communication & Problem Solving: Excellent negotiation skills, conflict resolution abilities, and a talent for maintaining client satisfaction.
- Time Management: Performs exceptionally well under pressure, consistently meets tight deadlines, and manages multiple tasks efficiently.
- Technical Proficiency: Competent in Microsoft Office Suite and general computer operations, with strong digital literacy across design tools and platforms