



MOHAMMAD ABDELQADER

A competent designer with 16+ years of experience in the UI/Graphic design field. Extensive experience in conceptualizing and managing branding campaigns, and rebranding projects in many industries including professional training, business consultancy, eLearning, vocational training, charities, and medical supplies. Well-versed in managing creative assets, copywriting, documenting, technical proposals. Always strive to be a part of a work environment that boosts creativity sense, innovation, and team spirit.

PROFESSIONAL EXPERIENCE

➤ IBDL Learning Group

Art Director for Middle East and North Africa (MENA Region)

January 2019 - Present

- Leading and reviewing the work of the creative teams for all web, print, and digital marketing collateral.
- Supporting the IBDL MENA region office to increase eLearning revenue by rebuilding and enhancing the user experience and user interfaces of the eLearning platform and assessment center to align with the latest technology trends, in addition to creating well-designed marketing campaigns.
- Leading the eLearning, web, and art teams (9 team members) to build 3 eLearning platforms for large-scale government institutions:
 - Central Agency for Organization & Administration
 - Ministry of Planning – National Institute for Governance and Sustainable Development (Estedama Platform)
 - National Anti-Corruption Academy.
- Successfully led web and art teams to build 2 competition platforms for 2 large-scale entities:
 - Agence universitaire de la Francophonie & Alexandria University (Regional Entrepreneurship Competition)
 - Ministry of Planning (Rowad 2030).
- Casting vision, forming concepts, and piloting design philosophy from scratch for 2 professional certification programs:
 - Certified Industrial Engineer
 - Certified Educator
- Developing visual identity and promotional materials for training programs. Successfully built 2 professional training programs:
 - Government Leadership Development Program
 - Executive Women Leadership Program
- Developing high-impact visual mediums to present and promote the new training services.
- Mentoring, tracking progress, taking corrective actions, and providing on-the-job training to the teams.
- Preparing technical proposals for learning platforms provided to Egyptian government employees.

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TECHNICAL SKILLS

PHOTO EDITING AND COMPOSITING

Adobe Photoshop
 Adobe Lightroom

VECTOR GRAPHICS AND ILLUSTRATION

Adobe Illustrator
 Adobe InDesign

2D GRAPHICS

Adobe Animate

VIDEO AND AUDIO EDITING

Adobe Premiere
 Adobe Audition

USER INTERFACE (UI) DESIGN

HTML5
 CSS3
 Figma
 Adobe XD
 JavaScript
 jQuery

Content Management Systems

WordPress

EDUCATION

MSc in Data Science

In progress

Academic Diploma in Information Systems, Arab Academy for Science and Technology and Maritime Transport

(48 credit hours - 16 Subjects – 3.79 GPA)

February 2024

VOLUNTEERING EXPERIENCE

ORPHANS' FRIENDS ASSOCIATION
(NON-PROFIT ORGANIZATION)

CO-Founder

2006 – Present

WOMEN OF EGYPT

Graphic Designer

December 2017 – October 2018

AMERICAN-EGYPTIAN TEACHERS
FELLOWSHIP

UI Designer

October 2016 – December 2016

RESALA CHARITY FOUNDATION

Coordinator

June 2004 – September 2004

Languages

Arabic

Mother Tongue

English

Advanced (C1 Level)

➤ INFORMATION TECHNOLOGY INSTITUTE (ITI)
MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

Senior UI/Graphic Designer

January 2015 - Present

- Helping stakeholders to identify objectives, target segments, and required benchmarks.
- Creating state-of-the-art visual concepts for Intensive Training Program (ITP) events and publications.
- Building user interfaces for different web pages.
- Developing schedules and timelines.

➤ Graphic Designer, Art Unit

December 2013 – January 2015

➤ UI Designer

November 2010 – December 2013

➤ Web Technologies Instructor, Train the Trainers Program

October 2007 – November 2010

ANDALOUS MEDIA PRODUCTION

➤ Graphic Designer

November 2006 – October 2007

PROFESSIONAL CERTIFICATES

Digital Marketing Specialization - University of Illinois

October 2018

Courses include: Marketing in a Digital World, Marketing Analytics in Theory, Marketing Analytics in Practice, Digital Marketing Channels: The Landscape, Digital Marketing Channels: Planning, Marketing in an Analog World.

Interpersonal Skills – Dale Carnegie

August 2016

Communication, Presentation, and Leadership Skills

ITIL Certified – Foundation Level

June 2013

Web Design Diploma – New Horizons

July 2012