



WAFALHARTHI

GRAPHIC DESIGNER | UX/UI WEB DESIGNER | PORTFOLIO: WWW.WAFALHARTHI.COM

JEDDAH, KSA | +966532328337 | wafalharthii@gmail.com | LinkedIn: [Wafa Alharthi](#)

EDUCATION & CERTIFICATION

MARYMOUNT UNIVERSITY | ARLINGTON, VA, USA

JULY 2021

Bachelor of Art in Graphic and Media Design, Minor in Web Design

HONORS: GPA 3.7, Magna Cum Laude, Academic Excellence Award Recipient

INTERACTION DESIGN FOUNDATION

OCT 2021

Course certificates in Gestalt Psychology and Web Design, UX Design, Human Computer Interaction (HCI)

WORK EXPERIENCE

ADVANCED BUILDINGS COMPANY FOR ENGINEERING CONSULTANCY | JEDDAH, KSA

OCT 2021 – FEB 2022

Graphic Designer and Marketing Administrator

- Created a Brand and Guidelines
- launch a new website and google my business account
- Redesign a portfolio, a flyer, and CD cover
- Coordinate release and processing of files at printer and prepress
- Develop and promote branding initiatives consistent with corporate business goals and objectives
- Ensure all products, services, and other offerings conform to brand identity
- Manage and develop marketing plans within budget requirements

NORTHERN VIRGINIA FAMILY SERVICES (NVFS) ESCALA | OAKTON, VA, USA

MAY 2021 – JULY 2021

Graphic Design and Marketing Intern

- Work closely with 9 clients in NVFS Escala Small Business Program to create brand logos, websites, and branding strategies
- Proposed marketing and social media strategies for clients which includes Instagram and Facebook, increasing overall brand awareness
- Created 2 websites using Google My Site and Web builders for Isla Bonita and PizzaPita24 restaurant
- Collaborated to create 2 menus with chef Ewa and The Capricorn restaurants
- Designed 6 logos for various restaurant businesses
- Established 3 Google My Business accounts for clients that engages up to 1,600 views and 1,400 activities per week

MARYMOUNT UNIVERSITY, OFFICE OF ADVANCEMENT | ARLINGTON, VA, USA

MARCH 2021 – JULY 2021

Graphic Designer

- Designed original logo for annual Marymount HALO AWARDS Dinner that was utilized annually on main Marymount website and hosted programs
- Created design for Spring Mailer which was distributed to 34,000 alumni with printed and mailed
- Led design efforts for Annual Giving booklet and reply cards that were distributed to 5,000 senior donors, contributing to fundraising \$20,000
- Collaborated with team members to create Homecoming Weekend invitation and reply cards that were printed and mailed to 34,000 alumni with 15% response rate
- Designed Sponsorship flyers 40,000 copies printed and sent out for donors
- Created 3 invitations and reply cards to print and mail
- Manage social media graphics for various events
- Cam up with design programs for print and digital use
- Assist with researching print costs for marketing materials

SKILLS

- **GRAPHIC DESIGN:** Adobe Creative Suite including Photoshop, Illustrator, InDesign, XD, After Effects and Lightroom, experience with printed and digital design concepts through production, SketchUP
- **WEB DESIGN/DEVELOPMENT:** Web design, Wix, WordPress, Web, HTML & CSS, UX/UI Prototype
- **PHOTOGRAPHY:** Photographer with skills in photo editing and knowledge of composition, exposure, and lighting
- **MARKETING/ANALYTICS:** SEO and Google Analytics, Social Media platforms, Google My Business
- **LANGUAGES:** Fluent in Arabic & English