

Maya Adel

Graphic Designer / Social Media Designer

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PROFESSIONAL SUMMARY

Creative graphic and social media designer with 3+ years of experience crafting compelling visual content for digital brands. Specializes in social media design, ad creatives, visual branding, and campaign graphics for small businesses and startups. Combines strategic visual thinking with clean, modern aesthetics to deliver work that drives engagement and builds brand identity.

WORK EXPERIENCE

Graphic Designer / Social Media Designer

2022 – Present

Bright Media Agency – Cairo, Egypt

- Designed social media posts, stories, and ad creatives across multiple industries including food, fashion, and fitness.
- Created monthly visual content calendars for restaurants, fashion brands, gyms, and online stores.
- Developed clean Instagram carousel layouts and promotional campaign graphics.
- Collaborated with marketing teams to translate campaign briefs into strong visual concepts.
- Prepared and delivered production-ready design files for digital publishing and client review.
- Maintained consistent visual identity across multiple brand pages.

Freelance Graphic Designer

2021 – 2022

Remote

- Designed logos, posters, Instagram posts, and brand identity elements for small business clients.
- Provided affordable, professional visual content to entrepreneurs and startup brands.
- Created promotional designs for events, product launches, and seasonal offers.
- Delivered editable design files and export-ready assets across all projects.

SELECTED PROJECTS

Cafe Social Media Pack

- Designed a warm, modern Instagram content pack for a fictional cafe brand.
- Created posts for menu items, special offers, opening announcements, and customer reviews.

Fitness Campaign Visuals

- Designed bold promotional graphics for a gym membership campaign.
- Delivered posts, stories, and ad visuals using a dynamic, sporty visual language.

Fashion Brand Launch Kit

- Created launch visuals including posts, product highlights, and sale graphics.
- Ensured visual consistency from brand palette through to final published assets.

SKILLS & TOOLS

Design Skills

- Social Media Design
- Instagram Carousel Design
- Poster & Ad Creatives
- Branding Basics
- Visual Identity Support
- Layout & Typography
- Color Matching
- Campaign Visuals
- Content Design

Software & Tools

- Adobe Photoshop
- Adobe Illustrator
- Figma
- Canva
- Adobe InDesign
- CapCut Basics

EDUCATION

Bachelor's in Applied Arts

Helwan University
Cairo, Egypt
2017 – 2021

CERTIFICATIONS

- Social Media Design Masterclass
- Branding Basics for Designers
- Adobe Photoshop Professional
- Workflow
- Typography & Layout Design
- Fundamentals

LANGUAGES

Arabic

Native

English

Professional Working Proficiency