

Shinaza Haytham Taghian

Cambridge, United Kingdom

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EDUCATION

Master of Arts in Graphic Design

Anglia Ruskin University, Cambridge School of Art, September 2023 – September 2024

Grade: Distinction

Bachelor of Arts in Graphic Design

The American University in Cairo, September 2014 – January 2020

American Diploma

The International School of Elite Education, Cairo, 2011-2014

EXPERIENCE

Graphic Designer

Momentum Worldwide, December 2020 – May 2023

- Led projects from concept to execution, collaborating with creative teams to develop innovative solutions for both print and digital advertising campaigns.
- Presented creative strategies and design concepts to clients, ensuring alignment with their brand vision and marketing goals, while delivering visually compelling presentations that contributed to successful pitches.
- Developed a broad range of marketing materials, including brochures, flyers, posters, social media content, and website banners for major clients such as Cilantro, Pizza Hut, Momentum Egypt, Peugeot, Credit Agricole, Hassan Allam Properties, L'Oréal, and LC Waikiki.
- Worked cross-functionally with copywriters, art directors, and account managers to ensure cohesive visual communication and effective execution of design briefs, incorporating client feedback to refine and optimize designs.
- Ensured design consistency across all media, adhering to brand guidelines while also exploring new creative approaches to enhance brand identity and user engagement.
- Collaborated with production teams to ensure that final outputs, both in print and digital formats, met technical specifications, quality standards, and deadlines.

Junior Graphic Designer

Kingfisher Studio, October 2020 – December 2020

- Developed and designed visual concepts for mood boards, logos, presentations, and branding identities for diverse clients.
- Enhanced imagery through professional photo retouching and color correction.
- Created social media content and print designs, ensuring high-quality production across multiple platforms.

Experience Design Intern

J. Walter Thompson, July 2019

- Created, executed, and presented design project: Ora developers, Haribo, ABK bank, and more clients.
- Participated in brainstorming sessions, contributing innovative design ideas, and supporting senior designers throughout the creative process.

Peer Career Leader, Communications Team

The American University in Cairo Career Center Work Study, September 2017-January 2020

- Customize, illustrate, and design brochures, booklets, cards, etc. as requested by the office.
 - Assist alongside the PCL team in events hosted by the Career Center at AUC including AUC Employment Fair, Career Day, Employability Skills Conference, etc.
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EXTRACURRICULAR ACTIVITIES

Arts Member

Mashrou3 Kheir, September 2017 - September 2018

- Volunteered in orphanages on Saturdays, children aged 9-15.
- Promoted expression through art: with stunts/activities at AUC and at the orphanage.
- Brainstormed and implemented methods of expression and games for children.

External Public Relations Member

Cairo International Model United Nation, September 2015 - June 2016

- Promoted AUC in approximately 20 universities and schools in Cairo and gathered signups.
 - Coordinated students and classes during Junior CIMUN and CIMUN.
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SKILLS

Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Figma

Other Tools: Microsoft Office Suite

Languages: Fluent in Arabic and English, basic knowledge in French