

MAYAR NAYTAH

GRAPHIC DESIGNER

+966 56 371 8637

mayarandesigns@gmail.com

Jeddah, Saudi Arabia

Saudi

SUMMARY

Graphic Designer with 6+ years of experience in branding, visual identity, and creative design. Skilled in transforming ideas into compelling visual concepts and delivering projects from concept to final execution. Experienced across branding, social media, print and publication design, packaging, motion graphics, and photography, with a strong focus on creativity, consistency, and attention to detail.

PROFESSIONAL EXPERIENCE

Graphic Designer - Jeddah Historical District Program - Saudi Arabia | 2023 - 2026

- Developed Al-Balad's visual identity, brand applications, and visual guidelines.
- Directed the design of major initiatives, including the Half Marathon, visitor experience, outdoor branding, and visual communications.
- Managed corporate communications, office branding, and internal visual materials.
- Oversaw production of social media, infographics, campaigns, and event branding.

Graphic Designer - One Up Marketing Agency - Saudi Arabia | 2022 - 2023

- Produced branding, social media, and campaign visuals.
- Expanded creative assets for multiple restaurant brands.
- Designed menus, packaging, and in-store branding.
- Directed junior designers to maintain brand consistency.

Graphic Designer - Freelance - Saudi Arabia | 2019 - Present

Developed branding and visual identity projects for various clients, from concept to final execution. Created social media content, packaging, print materials, motion graphics, and other visual assets.

Graphic Designer - Jeddah International College - Saudi Arabia | 2022

- Developed internal communications, branded merchandise, and college event materials.
- Designed offline campaigns (billboards, packaging, brochures).

Graphic Design Intern - Pops & Peeps Agency - Saudi Arabia | 2021

Supported the creative team in developing visual content and design materials for various client projects.

ADDITIONAL EXPERIENCE

Organizer - Jeddah International College - Saudi Arabia | 2022

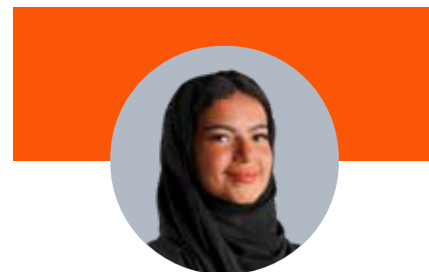
- Designed the logo and visual identity for the college's graduation ceremony, including branding and event materials.
- Coordinated event activities and supported the organization and execution of the graduation ceremony.

Volunteer - Aura Centers - Saudi Arabia | 2019

Completed 80 volunteer hours supporting the organization and coordination of Saudi National Day activities.

Organizer - Al Hokair Group - Saudi Arabia | 2019

Supported the organization and coordination of entertainment activities during Jeddah Season.



EDUCATION

Bachelor's Degree in Graphic Design, Second Class Honors - Jeddah International College | 2022

TOOLS & SOFTWARE

- Adobe Photoshop • Illustrator • InDesign
- Adobe After Effects • Premiere Pro
- Adobe XD • Microsoft Office Suite
- Knowledge of Printing Processes (offset - digital - large format - screen printing)

AREAS OF EXPERTISE

- Logo Design
- Campaign & Key Visual Design
- Corporate Communications
- Social Media Design
- Digital Design
- Event Branding
- Environmental Graphics
- Outdoor Advertising
- Editorial Design
- Brochures & Publications
- Packaging Design
- Wayfinding & Signage
- Pictograms & Iconography
- Typography & Layout
- Photography & Image Editing
- Print Production
- Motion Graphics

ADDITIONAL KNOWLEDGE

- Art Direction
- Marketing
- Typography & Layout
- Motion Graphics

LANGUAGES

Arabic: Native

English: Advanced

KEY SKILLS

- Team Leadership & Mentorship
- Time Management Skills
- Art Direction & Creative Leadership
- Digital Marketing
- Branding & Identity Design
- Digital & Social Media Design
- Motion Graphics & Animation
- Packaging & Print Design
- Event Branding & Signage
- Photography & Visual Guidelines
- UI/UX Design Fundamentals
- Client Handling

ACHIEVEMENTS

- Strengthened brand consistency across key internal and external touchpoints.
- Led the visual delivery of high-visibility projects and events.
- Developed key branded assets that enhanced the visitor and audience experience.
- Successfully delivered multiple projects across campaigns, events, digital, and environmental design.
- Created scalable design templates that improved consistency across internal communications.

PORTFOLIO

<https://www.mayarandesigns.com>