

SARRA CHELAGHMA

ART DIRECTOR

CONTACT_



Abu Dhabi, UAE



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<http://www.behance.net/sarrach>

EDUCATION_

Master's Degree in Mechatronics Engineering

University of Batna 2

2016 – 2018

Bachelor's degree in industrial engineering

University of Batna 2

2013 – 2016

SKILLS_

Sketchup

V-ray

Photoshop

Illustrator

Indesign

After Iffect

Powerpoint

INTERESTS_

Travelling

Sketching

cooking

REFERENCE_

Available

upon request

JOB EXPERIENCE_

2023 – now

Graphic Designer and 3D Interior and exterior Designer Detex Projects, Abu Dhabi, UAE

Lead graphic design and 3D visualization projects for various interior design clients. Collaborate with cross-functional teams to deliver high-quality design solutions. Utilize software such as AutoCAD, SketchUp, and 3ds Max for design and modeling.

Planning targeted marketing campaigns

2023

Marketing Manager

Tabadul FZCO, Dubai, UAE

Developed and executed comprehensive marketing strategies to enhance brand visibility and drive business growth. Managed marketing campaigns, analyzed market trends, and optimized digital marketing efforts. Coordinated with sales teams and external partners to align marketing objectives.

2018 – 2023

Graphic Designer

Ceram Decor, Algeria

Created impactful graphic designs for product packaging, marketing materials, and promotional campaigns. Worked closely with the production team to ensure design feasibility and quality standards. Managed multiple design projects simultaneously, meeting strict deadlines.

2014 – 2018

Graphic Designer

Various Advertising Agencies

Delivered creative graphic design solutions for diverse clients across different industries. Developed visual content for print and digital media, including brochures, posters, and advertisements. Collaborated with marketing teams to produce cohesive and effective advertising campaigns.

LANGUAGES_

English: Very Good Arabic: Native French: Very Good

PROFILE_

With over a decade of experience in marketing and five years of specialized experience in a renowned ceramic tile manufacturing plant, I am keen to explore innovative product presentation techniques within a new company.

This opportunity would enable me to further enhance my expertise in the marketing field. Driven and equipped with a distinctive artistic flair, I am confident in my ability to make a substantial impact in my industry.

SOFTWARE PROFICIENCY_

Adobe Creative Suite: Photoshop, Illustrator, InDesign (Professional) 3D Modeling and Animation: 3ds Max, SketchUp, V-Ray, CATIA, SolidWorks Motion Graphics: After Effects
Office Suite: Excel, PowerPoint, Word

TECHNICAL SKILLS_

Computer-Aided Design (CAD): Proficiency in AutoCAD, Revit, SketchUp, 3ds Max, and ArchiCAD.

Drawing and Manual Drafting: Skilled in creating accurate hand-drawn plans and concepts.

Color and Lighting Management: Expertise in selecting and coordinating colors and lighting to enhance room functions and atmosphere.

Furniture and Furnishings Selection and Coordination: In-depth knowledge of various furniture styles and their integration into overall designs.

Creating Mood Boards and Samples: Proficient in preparing mood boards and samples to present design visions to clients.

Preparing Shop Drawings and Schematics: Experienced in developing detailed shop drawings, including electrical and mechanical schematics.

Knowledge of Materials, Construction, and Finishes: Comprehensive understanding of different materials and construction/finishing techniques.

Project Management and Time Planning: Ability to create accurate project timelines and oversee implementation to ensure timely completion.

Compliance with Standards and Regulations: Ensures all designs and processes adhere to local and international standards and regulations.

PERSONAL SKILLS_

Creativity and Innovation: Capable of developing innovative ideas and designs that meet client needs.

Attention to Detail and Accuracy: Strong ability to focus on fine details and ensure accuracy in all design aspects. Team Collaboration: Effective teamwork and collaboration skills to achieve project goals.

Effective Communication: Proficient in communicating clearly and effectively with clients, team members, and suppliers.

Problem Solving and Decision Making: Strong analytical skills for problemsolving and making sound decisions to ensure project success.

TECHNOLOGICAL SKILLS_

Use of Design Software: Proficiency in various design software. Photography and Image Processing: Skilled in capturing and editing professional images for presentations and marketing content.

Online Content Management: Ability to manage content on websites and social media platforms to promote businesses and designs.