

# Anwar Arjawi

Creative Graphic Designer  
Motion Graphic Designer

Creative thinkers, a hardworking graphic designer who stands out. I've got a unique mix of creativity, time management, problem-solving, and technical skill, proven by 15+ years of experience - excellent communicator, quick to grasp the bigger picture.

## Personal Info

+966-59-500-6872



<https://www.alarjawi.com/>

KSA - Jeddah 7438 - 23442

alarjawi@gmail.com

## Tech Skills

### AFTEREFFECTS



### PREMIERE PRO



### INDESIGN



### ILLUSTRATOR



### PHOTOSHOP



## Education

- Favorite areas of study : Online layout design, Udemy.

## Key Skills

- Creative thinkers
- Proficiency in Adobe Creative Suite
- Attention to details
- Time management
- Decision making
- Design strategy
- Integrating visual messages within social media platforms
- Negotiation
- Planning
- Problem-solving
- Teamwork

## Awards, Certificates

- Winner: Contributions & Exceptional Effort Award ALJ-TMO 2013
- Certified in Information Security Awareness ALJ Academy 2019
- Certified in Interactive Magazine Udemy 2018

## Experience

2014-02 - Present

### Digital Design Manager | Dawry Jameel & Digital Innovation

Toyota Marketing operations (TMO) - Abdul Latif Jameel Co., Jeddah

- Responsible for daily implementation in (Toyot.com.sa) for Toyota vehicles (Grades, specs, interior, exterior, safety, Etc. )
- Developing all the graphics materials in the website + App (e.g., layout, icons, color theme, and besides matching with brand guidelines)
- Daily operational management of all branding and event strategy.
- I was working closely with the events agency that created and managed the character on the ground.
- Consistent branding and delivery to a very high standard is a high priority.
- Responsible for developing and managing match day activities.
- Integrates with social media teams and works to align stories and events relative to ALJ through the medium
- Coordinates with PR to raise ALJ's profile and ensures that stakeholders are updated on campaign-related activities, efforts, and initiatives.
- Partner with Art Director, Business Director, Marketing Sales, internal designers, and outside designers and agencies to gather information for layout and concepts through production phases.
- Performs a variety of design tasks from start to final production, such as; Catalogs, brochures, logo designs, packaging, point-of-purchase, stadium LEDs, marketing meeting and product launch events, and other special projects as assigned by Marketing or Sales Depts.
- Recommended and consulted with ALJ on the most appropriate graphic design options based on their overall marketing goals

2014-01 - 2012-03

### Senior Brand Specialist | ALJ Corporate

Toyota Marketing operations (TMO) - Abdul Latif Jameel Co., Jeddah

- Managed and maintained the Abdul Latif Jameel Corporate Brand Guidelines
- Responsible for the development of new brand assets requested by different business units
- Ensure that the Brand Guidelines are strictly followed in all brand applications across all companies like stationeries, websites, ATL and BTL, Etc.

2012-02 - 2005-08

### Head of Art Department

Mafaza Visual Communication, Jeddah

[Visit Website](#)

- Managed and led a team in the production of marketing projects, promotional materials (video, photography, graphic design), copywriting, and audio/visual needs.
- Developing artwork and layout for print (indoor & outdoor) and digital signage, banners, posters, publications, and flyers.
- Leading the video production process (Pre-production, storytelling, lighting, set design, audio, filming, editing, color-correction, exporting).
- Serves as a creative guide for all key projects and events.
- Liaising with clients to determine their requirements and budget.
- Managing client proposals from typesetting through to design, print, and production.
- Working with clients, briefing and advising them about design style, format, print production, and timescales
- Developing concepts, graphics, and layouts for product illustrations, company logos, and websites
- Determining size and arrangement of copy and illustrative material, as well as font style and size
- Preparing rough drafts of material based on an agreed brief.
- Reviewing final layouts and suggesting improvements if required.
- Liaising with external printers regularly to ensure deadlines are met and material is printed to the highest quality.