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# Tarek Sobh

Last Updates: 11<sup>th</sup> of August 2008

## Objective

Finding **A full time\ Part time \ Freelance job** in the **field** of Media & Advertising, Branding, Web development, Graphics Designing and E-Commerce are the Fields I like the most and can give in the highest and maximum productivity, also, they are my favorite work places where I would utilize both my current knowledge and interpersonal Talent.

Otherwise I'm seeking for a suitable **position** in Software houses, Print Houses and Advertising Agencies, like: Creative Director, Art Director, Sr. Creative Web-Graphics Designer, Account manager or A Project Manager, where I can utilize my skills, execute my current knowledge, work experiences and to serve my employer in both creative and professional ways to achieve the maximum benefits for both sides.

## Education

- BSc. in Commerce & accountancy, from Mansoura University 1996~ 2000.
- Diploma of System Administration and Networking from the Arab Academy for Science & Technology 2002 ~ 2003.
- Self Studies Supported by Market experience, into Computer Graphics, Web design, typography, Photography, Desktop publishing and E-Commerce.

## Work Experience

### (1) Freelance Art Director

<b>Start: End Date</b>	The year 2006 until now
<b>Job title</b>	Freelance Art Director
<b>Job Description</b>	<ol style="list-style-type: none"><li>1. To create, develop and to oversee the artistic vision of advertisements and print materials.</li><li>2. To take the responsibility of choosing and creating team members of a certain project, like photographers, creative designers, illustrators, multimedia developers, models, computer programmers and so on...</li><li>3. To support the high level management of taking decisions that will guarantee the maximum quality of the final work.</li><li>4. To cooperate in each task with the other sides of a certain task (Clients – managing director – producer - creative directors and copywriters).</li><li>5. To create and then to develop the visual concept of the task regarding a suitable color scheme, professional typography, meaningful illustrations, layouts, storyboards, finding\making resources, printing materials and\or -on screen- medium (billboards – Multimedia CD – web environments - newspapers Ads, etc...).</li><li>6. To follow up with the client in the coordination of the account manager.</li></ol>
<b>Job Achievements</b>	<ol style="list-style-type: none"><li>A. Delivering high level productions on the agreed deadlines</li><li>B. Reaching a fair level of client's satisfaction</li><li>C. Kindly preview the last updated art works inside the online gallery section (<a href="#">Click here</a>)</li></ol>

## (2) AraDOC's

<b>Start: End Date</b>	December 2005 to August 2007
<b>Job title</b>	Senior Creative Web-Graphics Designer & Team Leader
<b>Job Description</b>	<ol style="list-style-type: none"><li>1. Handling Client's Accounts and acting as a link between their client and the Company.</li><li>2. Handling the accounts of three to four non-competing clients, coordinating the activities of the technical team and administrative staff.</li><li>3. Discussing the products, services and advertising requirements of each particular client.</li><li>4. Web &amp; Graphic Designing (GUI design, Layouts, CO-ID, Analysis).</li><li>5. Generating the Design Concept of each Project (The Concept Developing).</li><li>6. Graphic Designing Team Leading.</li><li>7. Making the required interviews of creating a team.</li><li>8. Making any required Researches that could serve the work flow.</li></ol>
<b>Job Achievements</b>	<ol style="list-style-type: none"><li>D. Designing the company's website <a href="http://www.aradocs.com">www.aradocs.com</a> and its corporate identity tasks that made the duties of the marketing team much easier to prove the quality and professionalism of their company's activates and its services.</li><li>E. Redesigning all the old web projects of the company to help it improve its marketing cycle.</li><li>F. Making Time Frames, Meeting deadlines and prioritizing tasks.</li><li>G. Achieving the maximum profit of the above points.</li></ol>

## (3) MG Studio

<b>Start: End Date</b>	January 2005 to Nov. 2005
<b>Job title</b>	Senior Creative Web & Graphics Designer
<b>Job Description</b>	<ol style="list-style-type: none"><li>1. Editing &amp; Retouching pictures of both image stock websites: <a href="http://www.shotstocks.com">www.shotstocks.com</a> , <a href="http://www.mgabr.com">www.mgabr.com</a> .</li><li>2. Scanning Image Slides by Using Nikon Film Scanner "Super Coolscan 8000 ED", and handling 35mm. 6 X 8 and Digital Photos.</li><li>3. Attending and sharing in outdoor\indoor commercial shooting (to achieve the maximum appeal of each shot – from both sides, the Artistic and technical one), Color management, Light management, which serves the final advertisings work at the end of the creative process:<ul style="list-style-type: none"><li>• (GM Motors Ads – <a href="#">REF.</a>);</li><li>• (Al Ahram Beverages: fayrouz Drinks Ads – <a href="#">REF.</a>).</li></ul></li></ol>
<b>Job Achievements</b>	Building then launching both websites of the company (within nine months), and developing the e-marketing planning of both websites.

#### **(4) MCS - Modern Communication Systems**

<b>Start: End Date</b>	July 2004 to December 2004
<b>Job title</b>	Senior Web-Graphics Designer
<b>Job Description</b>	<ol style="list-style-type: none"><li>1. Web &amp; Graphic Designer.</li><li>2. Marketing (Indoor -Outdoor-Company Representative).</li></ol>
<b>Job Achievements</b>	<ol style="list-style-type: none"><li>A. Developing a new successful department specialized for web development &amp; e-commerce.</li><li>B. Creating the economical, marketing and pricing strategies, for the new web-department.</li><li>C. Developing stronger relations with large IT companies like.</li><li>D. To improve the marketing techniques of the company to serve the growing new department.</li><li>E. To train the sales and telesales on my developed marketing pockets in both languages Arabic and English, to be able to deal with several kinds of customers face to face and via fax , emails and Phone calls (telemarketing) , which improved the efficiency of Sales-Rate for all entire departments in MCS company.</li></ol>

#### **(5) Khalifa Computer Group "KCG"-Software House.**

<b>Start: End Date</b>	January 2004 to June 2004
<b>Job title</b>	Junior web-graphic designer & E-marketer
<b>Job Description</b>	<ol style="list-style-type: none"><li>1. International Marketer - Cyber Marketing.</li><li>2. Customer service and Technical Support System Administrator Assistant Web-Graphic Designer (Designing &amp; Analysis) Software Quality Controller.</li></ol>
<b>Job Achievements</b>	<ol style="list-style-type: none"><li>A. Developing new methods of international marketing and the e-marketing to improve the marketing cycle.</li><li>B. Re-categorizing the Customer Databases to make it available for online marketing.</li><li>C. Reaching the highest score of signed contracts during the international book fair <b>CeBIT</b>-Hanover, Germany in marsh 2004.</li></ol>

#### **(6) F.O.U "German Advertising Company".**

<b>Start: End Date</b>	During the exhibition in Berlin
<b>Job title</b>	Freelance Graphic Designer
<b>Job Description</b>	During (NET DAYS Exhibition 2002-2003) in Berlin. <a href="http://www.netdays-berlin.de">www.netdays-berlin.de</a> & <a href="http://www.netdays.de">www.netdays.de</a> & <a href="http://www.netdayseurope.org">www.netdayseurope.org</a>
<b>Job Achievements</b>	<ol style="list-style-type: none"><li>A. Illustration designs of Posters and Arabic Calligraphy, (Review the online image gallery).</li><li>B. Making good money by working online, and making Successful International contacts.</li></ol>

## Free Lance Projects

- | #  | URL\Project Description (Sources Available Upon Request)  |
|----|---|
| 01 | <b><u>Crisis &amp; Disaster Administration</u></b><br>Web enabled application, related to the military of defiance in Arab Republic of Egypt: (GUI -layout and interfaces) for the Whole Web application.                   |
| 02 | <b><u><a href="http://www.eduegypt.com">www.eduegypt.com</a></u></b><br>Project analysis-business planning-branding and marketing strategy-corporate identity   |
| 03 | <b><u><a href="http://www.qodrat.com">www.qodrat.com</a></u></b><br>Corporate Identity (Stationary Design: Folders, brochures, Business Cards, etc...)  |
| 04 | <b><u><a href="http://www.okool.com">www.okool.com</a></u> &amp; <u><a href="http://egypt.okool.com">http://egypt.okool.com</a></u></b><br>Website Design-Corporate Identity (for both Mother company and its Subsidiaries) |
| 05 | <b><u>Al Hariri Prize</u></b><br>Designing the mail-campaign and other e-marketing campaigns  |
| 06 | <b><u><a href="http://top100.aradocs.com">http://top100.aradocs.com</a></u></b><br>Website layout and user interfaces (GUI).  |
| 07 | <b><u>Omaintec Institute</u></b><br>Website layout and user interfaces (GUI) , animation art works.   |
| 08 | <b><u><a href="http://www.orbit-group.com">www.orbit-group.com</a></u></b><br>Website layout, Static Art works.   |
| 09 | <b><u><a href="http://www.mattam.com">Mattam.com</a></u></b><br>Web application design  |
| 10 | <b><u><a href="http://www.osos-it.com/home.asp">www.osos-it.com/home.asp</a></u></b><br>Website layout, Static Art works.   |
| 11 | <b><u><a href="http://www.teamone.com.sa">www.teamone.com.sa</a></u></b><br>Interface\layouts design – Design Concept – Corporate Presentations, animation art works  |
| 12 | <b><u>e-GYM (Electronic Gym Managements System)</u></b><br>(GUI - Corporate Identity – brochure design - web application design - Corporate Presentations   |
| 13 | <b><u>e-MMS (Electronic Maintenance Managements System)</u></b><br>(GUI - Corporate Identity – brochure design - web application design – Corporate Presentations)  |
| 14 | <b><u>e-Accountant (Electronic Accountant Package-web enabled application)</u></b><br>(GUI - Corporate Identity – brochure design - web application design – Corporate Presentations)                                       |
| 15 | <b><u>IRAM Jewelry</u></b> (Complete marketing campaign in Intercontinental City stars - Cairo)   |
| 16 | <b><u>EBI – The Egyptian Banking Institute</u></b> (Branding Campaign)  |
| 17 | <b><u>Carbonite Factory</u></b> (Corporate Identity creation)   |
| 18 | <b><u>First Step Charity</u></b> (Corporate Identity Creation and branding campaign)  |
| 19 | <b><u>The Dusit Thani (Hotels &amp; Resorts)</u></b> Complete set of signs and wooden stands  |
| 20 | <b><u>JW Marriot Hotels (Hotels &amp; Resorts)</u></b> Food menus and printing works  |
| 21 | <b><u>Intercontinental City Stars (Hotels &amp; Resorts)</u></b> Food menus and printing tasks  |
| 22 | <b><u>Supreme Council of Universities ( Of Egypt )</u></b> Web portal – GUI design – Printing Tasks   |
| 23 | <b><u>Advanced Solutions</u></b> (New Identity and Website)   |
| 24 | <b><u>DTM (Discover the Moment) Egyptian Social community</u></b> (New Identity)  |
| 25 | <b><u>Dispatch for Trade &amp; Distribution</u></b> (New Identity)  |

## Soft Skills and characteristics

- Awareness of the significance of Time management and the wise using of time and being consistently staying on schedule and meeting deadlines.
- Self-motivation, willing to gain extra knowledge, initiative and accepting responsibilities.
- Working under accepted pressure while handling the stress that accompanies deadlines and other limitations or constraints and to pay an enough attention to the delivered quality to meet the client's maximum satisfaction.
- Professional (Oral/spoken/written) communication skills with public, fellow employees, supervisors, and customers.
- Leadership, Teamwork and collaboration skills like Guiding, working and supporting others in order to accomplish tasks to meet dead lines.
- The ability to co-ordinate in the issues of international fairs and conferences.
- International Marketing – E-marketing and marketing campaigns.

## Advanced Skills Overview

- Expert knowledge of creative tools and techniques.
- Expert knowledge of web design and Internet technologies.
- Expert knowledge of printing and graphic design technologies.
- Expert knowledge of Macs, PCs and all peripherals.
- Expert use of Swish , Adobe Acrobat 7 Professional, Illustrator, Photoshop Ver.7-8-CS, Adobe Premiere Ver.6, Scanning, Page layout and design, Typography, FrontPage, Macromedia Dream Weaver MX ,Macromedia FreeHand Ver.9, HTML,CSS, Search Engine optimization, Navigator and Internet Explorer.
- Expert use of Microsoft Word, PowerPoint.

## Additional Information

<b>Gender</b>	Male
<b>Nationality</b>	Egyptian
<b>DOB</b>	25 <sup>th</sup> of July 1977
<b>Martial Status</b>	Single
<b>Military Status</b>	Done
<b>Location</b>	Cairo – Nasr City
<b>Availability</b>	Upon Request
<b>Employment Status</b>	Full time employment , Part time and Freelancing
<b>Language</b>	1. Arabic : Fluent - Mother tongue 2. English: Fluent