

BADR ELDIN MOHAMED ALAMIN

GRAPHIC DESIGNER • MULTIMEDIA CONTENT CREATOR • VIDEO EDITOR

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PROFESSIONAL PROFILE

Graphic designer and multimedia content creator with professional experience since 2019 across print production, social media, advertising design, content creation and video editing. Combines hands-on production knowledge with digital campaign execution, from preparing artwork for physical output to creating branded social content and short-form video. Currently responsible for marketing, graphic design and social media creative work across six branches of MALEH & HELOW SWEETS in Abu Dhabi.

PROFESSIONAL EXPERIENCE

MALEH & HELOW SWEETS

Marketing, Graphic Design & Social Media | Abu Dhabi, UAE | 2025 - Present

- Handle marketing, graphic design and social media creative work across six branches.
- Create promotional visuals, social campaigns, product and e-commerce content, and short-form video.
- Support campaign execution and reporting while maintaining consistent brand presentation across digital and in-store touchpoints.

Transformer General Trading

Social Media & Content Designer | Mussafah Industrial Area, Abu Dhabi | 2022 - 2025

- Managed day-to-day social media visual content and branded communication.
- Designed promotional graphics and advertising materials for digital channels.
- Created branded photo/video content and short-form videos for social media.

Experience certificate available upon request.

VIP Stationery

Graphic Designer | Al Ain, UAE | 2019 - 2021

- Designed and produced acrylic/plastic products and prepared advertising signage for printing and fabrication.
- Prepared artwork and printed customized apparel and clothing.
- Designed and produced custom stamps and handled production finishing.
- Operated a wide range of printing and production machines used by the stationery shop.

Experience certificate available upon request.

CORE SKILLS & TOOLS

DESIGN	Adobe Photoshop • Adobe Illustrator • Brand Identity • Advertising Design • Social Media Design
VIDEO & CONTENT	Adobe Premiere Pro • Short-form Video • Content Creation • Product & Campaign Storytelling
PRINT PRODUCTION	Signage • Acrylic/Plastic Products • Apparel Printing • Custom Stamps • Production Artwork • Printing Equipment
ADDITIONAL	Basic After Effects • Basic DaVinci Resolve • Canon Photography • ChatGPT • HappyHorse AI

PORTFOLIO FOCUS

Brand Identity & Graphic Design • Automotive Social Media Design • Packaging & Product Advertising • Video Editing & AI-Assisted Creative Production

EDUCATION

Diploma in Information Technology (Accounting & Commercial IT)

Three-year diploma