



ANAS ASO MAJEED

Brand & Visual Communication Designer

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PROFESSIONAL PROFILE

Brand & Visual Communication Designer with **7+ years** of experience delivering **20+ client projects** across Iraq’s retail, hospitality, real estate, and commercial sectors. Specialized in full-cycle brand execution — from identity design and outdoor advertising to print production and digital campaigns. Proven track record with major regional clients including **Family Mall Erbil** and **Gulan Mall** and more.

CORE SKILLS

• Design:	Brand Identity	Visual Communication	Social Media Design	Large Format / Outdoor	Print Production
• Tools:	Adobe Photoshop	Adobe Illustrator	Adobe InDesign	Adobe Premiere	AI Creative Workflow
• Business:	Client Briefing	Campaign Planning	Supplier Coordination	Arabic & Kurdish Markets	

PROFESSIONAL EXPERIENCE

Brand & Marketing Creative

Dekoras • Erbil, Iraq	2025 – Present
- Built and executed the full visual identity for Dekoras across digital and print touchpoints, covering brand guidelines and sales materials - Designed and managed all social media content for YEKTA Power, growing brand presence across Instagram and Facebook - Produced visual branding and communication materials for YEKTA, aligned with business positioning and target market needs - Preparing multilingual product content (English, Arabic, Kurdish, Turkish) for website integration and digital catalog systems	

Client Relations & Creative Designer

Strong Light Company • Erbil, Iraq	2024 – 2025
- Produced all marketing materials, product visuals, and branding assets for a commercial lighting product line - Led client communication for proposals, quotations, and project presentations, directly contributing to sales conversion - Coordinated procurement with suppliers in China and Turkey, bridging language and design requirements - Participated in client site visits and project briefings to ensure accuracy and client satisfaction	

Graphic Designer & Print Production

Rangeen Printing • Erbil, Iraq	2022 – 2024
- Designed and delivered commercial print materials including banners, signage, packaging, and large-format outdoor advertising - Operated and supervised large-format printing equipment, ensuring output quality meets production standards - Managed end-to-end client coordination from design brief to final delivery for campaigns across Erbil and southern Iraq	

Brand Designer & Creative Consultant

Freelance • Erbil & Iraq	2019 – Present
- Delivered branding, social media, and marketing campaigns for 20+ clients across retail, hospitality, real estate, and commercial sectors - Collaborated with Erbil Socialista, Hydra, and Block Agency on outdoor advertising and visual campaign execution - Executed large-format print production and outdoor advertising for EZMA Holding and other regional clients - Developed book covers, print layouts, and promotional materials for Balder Bookstore (2020–2024) - Delivered branding and social media content for APC Real Estate, supporting property marketing and presentations - Selected clients: Family Mall Erbil · Gulan Mall · Empire World · Under500 · Banzeeni · Eat & Go · iBazzar · Donut World · BMD Restaurant · Stationery X App	

LANGUAGES

• Kurdish	Native
• Arabic	Fluent
• English	Very Good
• Turkish	Good

EDUCATION & PROFESSIONAL DEVELOPMENT

• Graphic Design Program	Bryar Group 2020
• Sales & Marketing Program	Cowboys Group 2024 - 2025
• B.Sc. Medical Lab Technology	Shaqlawaa Polytechnic University 2020 - 2021