

H E L L O

I am

*RE  
DA*

A Creative Print and  
Digital Design Specialist  
based in Dubai

*reda*

*I am a*

# ***Graphic Designer and Art Director***

At heart, I am a Graphic Designer and Art Director. My background in the Italian style of design is the base of my art – simple and clean. Along with that, more than anything, I believe in growth. I believe that you can never truly stop learning. This is something I encourage with my designers and myself.

*I am an*

# ***Entrepreneur***

As well as a designer, I am an entrepreneur. In 2005, I established MAGENTA; an Egypt based designing firm that's still doing well to this day. In 2017, I established The Creative Spacemen, a designing firm that's based in Dubai.





# *How it all began*

It all started in Italy, 2002,  
where a young 22 year old  
designer started off his career  
as a trainee in a little design  
studio with aspirations to  
design for the world. I was that  
young designer. Fast forward  
to now, I've accumulated  
13 years of designing in  
advertising, marketing, retail,  
and corporate design. And I'm  
just getting started.



# *Services*

## *Branding*

Each brand must have their own unique identity. I can assist in bringing your brand to life, forming a solid identity through the construction of Logos, Colour Schemes, Typography, Supporting Elements (Icons & Patterns) and eventually, its Application.

## *Printing*

From start to finish, I can create designs for the various standards of Print. This includes Stationery, Packaging, Brochures, Magazines, and Book Covers etc.

## *Digital Media*

Whether it's building on your current status or starting from the ground up, I can create artwork to boost or establish your online presence. This includes Web Banners, Social Media Platform Posting, Ad Design, Website Design etc.

# *Brands*

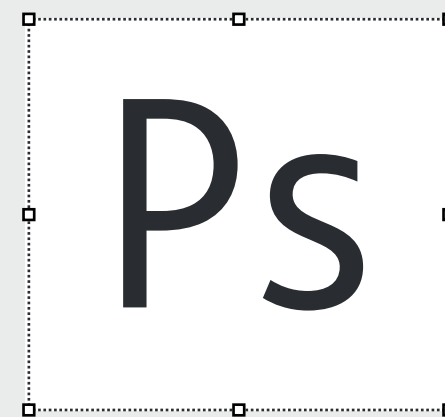
*Some of*  
the Brands  
I've worked with

In my career, I am very proud to say that I've had the opportunity to work with a diverse clientele list of well-established brands. Here are some of them:



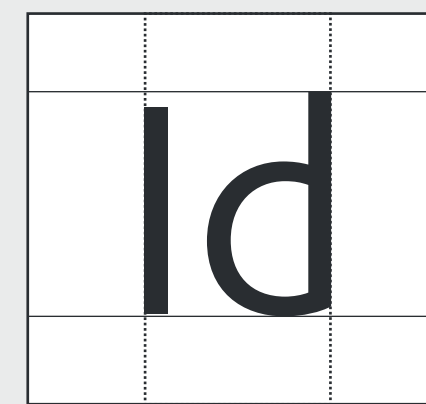
# *Skills*

Being in the industry for 13 years, I've collected, used, and continued to develop my skills to further improve my craft. However, even though I've had an extensive career, I treat each project like it's my first, entering it with renewed vigor each and every time.



## Graphic Design Software

Every craftsman has their tools and Graphic Design Software are mine. I am especially proficient in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.



## Print Design & Layout

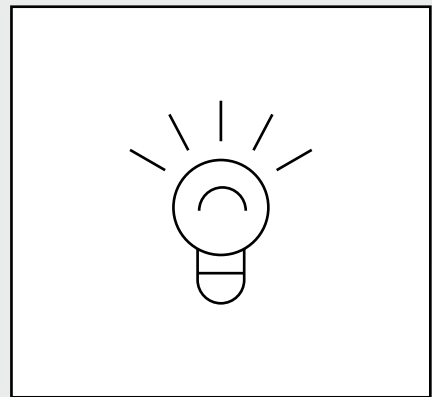
With over 80% of my career in Print, I consider myself a specialist in the subject. In my younger days, I worked in a Colour Separation Office, familiarizing myself with all the processes that come with Printing; offset and outdoor. Later, I went onto work with several brands, from the designing process all the way to the Printing and Packaging, extending my knowledge into the finer details.



## Web Design

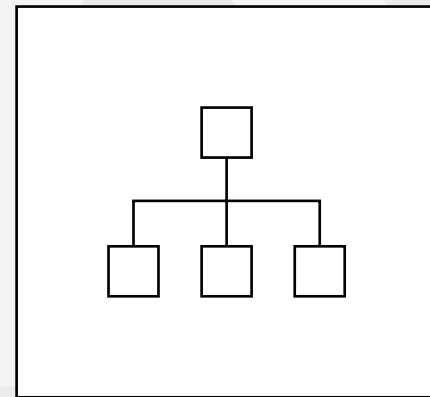
In an age where virtually everything is online, Web Design is a valuable skill to have. I have an adequate grasp of HTML, CSS, and blogging platforms like WordPress.

# Skills



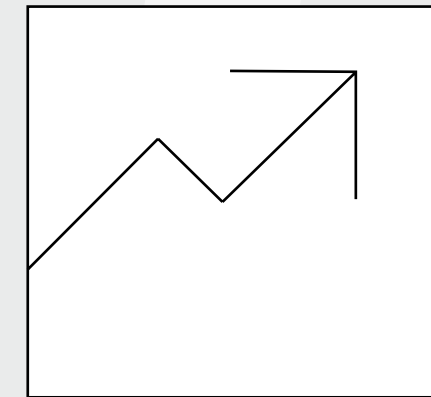
## Creativity

If Creativity is the name of the game, then Designers are the players, and I have been a player for a long time. My love for the 'sport' fuels my passion and its something I instill in each and every design.



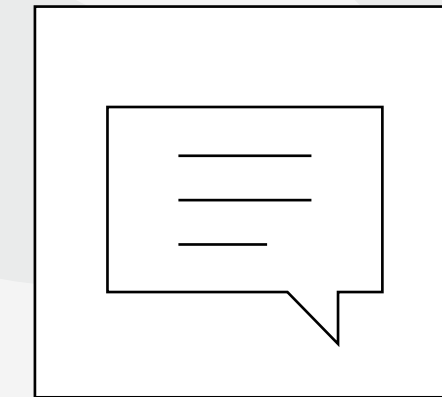
## Project Management

Being an Entrepreneur and Art Director, I have a strong grasp on project management fundamentals. I believe that planning should not stop after a direction has been decided on. It is an ongoing process, hand in hand with the project, all the way to its final delivery.



## Marketing

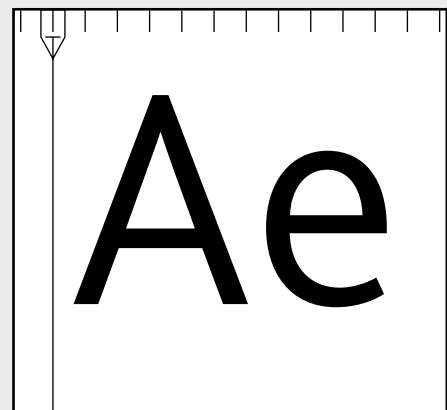
I may be a designer at heart, but I was a Business and Marketing Major at first. I have continued to build on it on the sidelines, believing that you can't truly design without understanding who or what you're designing for.



## Communication

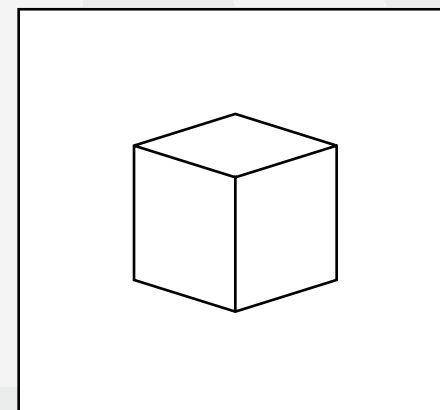
In an age where the world is getting smaller through the internet, the one barrier that stands is Communication. My native language is Arabic, I am fluent in Italian, and conversational in English.

# Skills



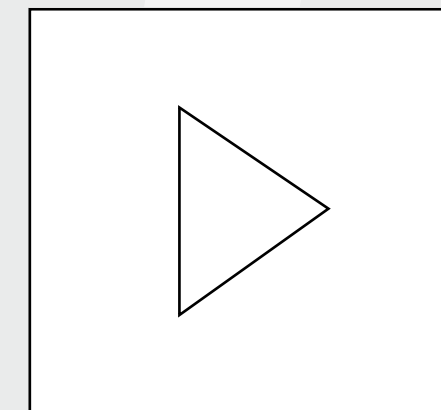
## Multimedia Design

Sometimes you need more than just a still image. I have worked on several Video projects, gaining a well versed understanding of Adobe After Effects and Adobe Premiere.



## Three Dimensional Design

There are times when 2D designs aren't enough. I have a prominent grip on 3D design using Cinema 4D and Blender, and Octane and V-Ray for rendering.



## Photography & Videography

As well as working well behind a screen, I love working behind the camera. It is a passion of mine which ties in perfectly with my work. To do something right, you have to love to do it, and photography is something I hold dear.

# Experience

2003

## My First Job

As well as working well behind a screen, I love working behind the camera. It is a passion of mine which ties in perfectly with my work. To do something right, you have to love to do it, and photography is something I hold dear.

2005

## My First Company

After a few years in the business, I was excited to apply what I studied in Management and my love for design to establish **MAGENTA**, which turned out to be a successful project. Why “MAGENTA”? The name is a play on the color in CYMK and the name of a village in Italy; the place where I learned my craft.

Through this project, I enhanced my management skills and further increased my knowledge of advertising and marketing.

2009

## Gateway to Bigger Things

Working with Design Coordinators (a British company in Egypt that handle international brands such as Intercontinental and Hilton), I gained even more experience working as a graphic designer. It was here that I learned a lot about branding and corporate identities. This was a challenging experience; following strict guidelines while not compromising on the level of creativity.

# Experience

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## Establishing Myself

After continuously building experience, I managed to rise through the ranks and attain the position of Art Director. I became part of an actively growing company where I handled brands like G2000, Guess, and XOXO, along with many other multinational and local brands. I got the experience of leading a team of designers, copywriters, and photographers towards the client's needs and guidelines.

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## Return to MAGENTA

After gathering experience for 7 years, I returned to MAGENTA, taking on the position of Art Director and lead a team of creative thinkers. For 3 years, we worked towards focusing on branding and different kinds of packaging. With each client, I would personally work from the ground up, from its initial discussion, to its process in design, delivery, and finally, acting on any feedback they might have had.

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## Journey to Dubai

New city, new experiences. In Dubai, I entered the field of Digital Media Advertising; a challenging new field that's filled with learning opportunities. It allowed me to broaden the scope of my skills. During this period, along with design, I began to improve my skills in photography and videography. With the company, I worked with numerous reputable brands like Jeep, Hyundai, Chicco, ,,,



If any of my  
services match  
your interests,  
feel free to  
Contact me at

[www.reda980.com](http://www.reda980.com)  
[reda980@gmail.com](mailto:reda980@gmail.com)  
[facebook/helloreda980](https://facebook.com/helloreda980)  
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+971 55 981 55 26