

Laila Radwan Al-jariri

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SUMMARY

Creative Multimedia Designer and recent graduate from the University of Jordan, specializing in graphic design, branding, visual identity, motion graphics, and visual communication. Experienced in developing creative visual materials through academic projects and a professional internship within a tourism company's marketing and design team. Strong in brand identity development, rebranding, logo design, poster design, social media design, 3D modeling, and creative concept development. Interested in creating distinctive visual solutions that combine strong design thinking, visual storytelling, and contemporary aesthetics.

EDUCATION

The University of Jordan

Bachelor's Degree in Multimedia — Faculty of Arts and Design

2026 | GPA: 3.16 / 4.00 — Very Good

EXPERIENCE

Graphic Design & Marketing Support Intern

3-Month Internship

Tourism Company — Jordan

- Designed social media posts and promotional visual materials for marketing purposes.
- Assisted in developing creative visual content for marketing campaigns.
- Supported branding, graphic design, and visual communication tasks.
- Collaborated with the marketing team in developing visual assets and campaign materials.
- Applied the company's visual identity consistently across design materials.
- Contributed creative ideas and design solutions to support marketing communication.

TECHNICAL SKILLS

Brand Identity Design

Rebranding

Logo Design

Visual Identity Systems

Brand Applications

Creative Concept Development

Graphic Design

Poster Design

Social Media Design

Typography

Layout Design

Visual Communication

Digital Content Design

Packaging Design

Motion Graphics

3D Modeling

Multimedia Production

Creative Visual Content

Content Creation

Design Thinking
Creative Problem Solving
UI/UX Design — Project Experience
Adobe Photoshop — Advanced
Adobe Illustrator — Advanced
Affinity Designer — Advanced
Canva — Advanced
Adobe After Effects — Advanced
Blender — Advanced
Adobe Premiere Pro — Basic
Microsoft Word — Advanced
Microsoft PowerPoint — Advanced
Microsoft Excel — Advanced
Adobe Firefly
AI Creative Tools
AI Marketing Tools
Currently Developing Skills in AI-Based Creative Technologies
Strong Visual Thinking
Time Management
Organization & Discipline
Communication & Collaboration
Attention to Detail
Adaptability
Self-Learning
Working Effectively Within Deadlines
Arabic: Native
English: Basic Working Proficiency

CERTIFICATIONS

ICDL Certification
AI Marketing Tools Workshop
Motion Graphics Training
Design Thinking Workshops
Design Principles Workshops

PORTFOLIO

Instagram: @laila_aljariri