

Alaaedeen ALHAYEK

Creative Professional
Creative Head
Graphic Designer
Photographer
Videographer

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About

Multifaceted creative professional with 8+ years of experience in graphic design, video production, photography, and brand development. Proven track record of leading rebranding initiatives, elevating production quality, and delivering impactful content for both corporate and nonprofit organizations. Experienced in managing creative teams, developing cohesive brand identities, and producing high-quality campaigns for digital, print, social media, and broadcast platforms. Bilingual in Arabic and English, with expertise in translation, cross-cultural communication, and storytelling that bridges audiences worldwide. Passionate about blending creativity with strategy to help brands, businesses, & communities bring their visions to life.

Skills

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Strong Proficiency in Using AI Tools (Envato Nano Banana & Adobe Firefly)
- Branding & Visual Identity
- Print & Digital Design
- Motion Graphics & Animation
- Videography & Video Editing
- Photography & Photo Editing
- Storytelling & Scriptwriting
- Creative Direction & Team Leadership
- Strong Communication & Organizational Skills
- Bilingual: Arabic & English

Education

 **Bachelor of Arts & Technology**
2015
University of Texas at Dallas
Richardson, TX

 **Certified in IE Business Branding : The creative Journey**

 **Certified in AI Powered Graphic Design - Midjourney, Firefly, GPT, Gemini**

Experience



2025-Present

Creative Director & Creative Visual Designer | Dawah Marketing

- Led a creative team in revamping and rebranding the company's entire brand identity, establishing a cohesive and professional visual presence across all platforms.
- Created engaging marketing content for social media platforms to promote local businesses. Designed eye-catching graphics and videos to increase brand awareness and drive customer engagement.
- Collaborated with marketing and social media teams to develop creative strategies for effective online marketing campaigns.
- Leveraged AI-powered design tools, including Adobe Firefly and Envato's Nano Banana, to enhance both video and graphic production—boosting efficiency, creativity, and overall output quality.
- Enhanced production quality and creative output for both Dawah Marketing's brand and its clients, elevating standards and consistency across projects.



2023-2024

Video Producer/Graphic Designer | Dickey's Barbecue Restaurants, Inc.

- Produced and edited corporate videos, promotional ads, and training content to support company-wide initiatives.
- Filmed and directed video shoots for marketing campaigns and internal communications.
- Contributed to the rebranding of Dickey's Rewards Program, creating engaging visuals and video assets that boosted customer loyalty and digital engagement.
- Produced high-quality ads for Dickey's retail products sold in major retailers such as Walmart and Kroger, ensuring professional campaigns that reached wide audiences.
- Collaborated with external media outlets to deliver advertising content across both online and TV platforms, strengthening the brand's national visibility.
- Designed promotional graphics, signage, and digital assets for national campaigns.
- Created technical spec packs for product design, print collateral, and branded materials and leveraged AI-Powered Tools to Enhance Imaging and Design.
- Worked closely with marketing leadership to maintain brand consistency across all media channels



2018-2023

Graphic Designer/Video Editor & Creative Lead | Rahma Worldwide

- Designed engaging graphics, promotional materials, and digital assets to support international humanitarian campaigns.
- Produced, filmed, and edited videos that highlighted Rahma's relief efforts, increasing global visibility and donor engagement.
- Developed social media content and visual branding for humanitarian projects across multiple regions.
- Collaborated with directors and field teams to deliver high-quality visuals that documented relief efforts and success stories.



2016-2019

Lead Graphic Designer | Access Press

- Served as the lead designer for a variety of print and digital projects, managing branding and layout for clients across industries.
- Designed magazines, advertisements, brochures, and marketing collateral from concept to final production.
- Oversaw print production processes, ensuring accuracy, color quality, and on-time delivery.
- Gained foundational experience in creative leadership, project management, and client relations