

SHEIKH HUSEINI

Art Director / Graphic Designer

hi!

I'm Sheikh or Ahmed! Thank you for reading through my experience! I hope it gives you a good sense of abilities and expertise. Professionally, my strongest creative strength lies in graphic design, but I have grown into art direction focusing on the social media spaces, specifically ideation, campaign activation, influencer co-creation / content development. But I always make time to flex my design skills by taking on creative projects, from illustration to creating and shaping brand identities.

In a nutshell, I love the creative process.

I think that would be the best summary of myself. Conception / Ideation / Brainstorming and taking the good ideas executing them and watching them come to life in the world is so exhilarating and fulfilling. To that point, I'm currently in Kenya helping a few brands in that aspect and also designing the identities of two restaurants and designing their interior spaces.

experience

Veritas / M&P (2 years)

(Art Director / Designer / Asset Manager)

Part of a small but excellent team where I designed and art directed with a focus on ideation, execution of influencer co-creation, creative concept and content development. In addition to activations and corporate design, all for brands such as Microsoft, Subway, Sportchek, Huggies, Revlon, Canadian Tire ... to name a few. A major responsibility was client facing presentation design as well.

Freelance (Current Position)

Consulting and helping brands with their marketing and activation requests. Currently, I'm designing for TripArc, and art directing brand identities and interiors for restaurants in Kenya.

Avicanna (1 year) (Senior GD / AD / Asset Manager)

Working as a designer and Art Director out of J Labs at MaRS was a wonderful experience. With a junior designer reporting, my responsibilities (in addition to marketing and social design, packaging, presentations) were creating identities, designing for, and maintaining brand standards, conceptualizing, producing new product designs for a global market in the medical space.

Financeit (2 years) (Senior GD / Asset Manager)

I was part of a joint marketing / web / UX team designing collateral primarily for marketing, ads and identities for social and web campaigns.

G Adventures (4 years) (Graphic Designer)

Gave me the most growth. I designed and created content in every medium. *Brochures / Iconography / Campaign branding / Flyers / Posters / Vinyl Displays / Web Banners / Interior design / Clothing and Apparel / Illustrations*, were just some of the creative I worked on. I was also responsible for approving work from regional designers ensuring the brand was managed well globally. The highlight achievement with G Adventures was being part of the team responsible for the brand's evolution with my responsibilities focusing on identity and templating our marketing assets. I also helped out the web team with UX and web design.

Other (4 years)

The UPS Store (Graphic Designer / Print Manager)

Umbra (Product sheets / Window display / Brochures)

The Printing House Ltd.

skill distribution

