

RAID IBRAHIM

SENIOR VISUAL ARTIST & E-COMMERCE UI/UX SPECIALIST

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Portfolio: behance.net/RAID-IBRAHIM | **Website:** raedibrahim.art

PROFESSIONAL SUMMARY

High-impact Senior Visual Artist and E-Commerce Specialist with over 7 years of experience in the Saudi market. I bridge the gap between creative visual design and technical functionality. Expert in transforming Zid and Salla stores into unique, high-conversion platforms using advanced CSS customization and UI/UX principles. Proven track record in leading visual identities, executing cinematic photo manipulation for ad campaigns, and driving brand growth through strategic design.

CORE COMPETENCIES

- **E-Commerce Engineering:** Zid & Salla (CSS/HTML), CRO
- **Tools:** Adobe Creative Suite (Ps, Ai, Ae), Figma
- **Visual Art:** Photo Manipulation, Brand Identity, Art Direction
- **Tech:** CSS3, HTML5, UI/UX Principles, Responsive Design

PROFESSIONAL EXPERIENCE

Senior Visual Artist & E-Commerce Developer

May 2025 – Present

Jud Agency | Riyadh (Remote)

- Spearhead the end-to-end design and development of e-commerce stores, merging high-end visual art with custom front-end programming (CSS/HTML) to deliver bespoke shopping experiences.
- Design and execute cinematic advertising campaigns that blend artistic photo manipulation with strategic marketing goals to maximize ROI.
- Transform standard store themes into immersive, brand-aligned interfaces by applying advanced UI/UX principles and coding techniques.

Senior Graphic Designer & E-Commerce Specialist

March 2024 – Present

Regine Tissue Paper Co. | Riyadh (Remote)

- Engineered the visual interface of the company's online store using CSS programming to ensure a unique, branded shopping experience distinct from standard templates.
- Develop high-end visual content and "cinematic" ad creatives that target specific customer segments, increasing engagement rates.
- Produce dynamic motion graphics using After Effects to boost social media retention.
- Oversee the entire visual output to ensure consistency with the brand's luxury positioning in the Saudi market.

Senior Graphic Designer

Feb 2023 – Oct 2024

Al Dosry | Riyadh (Remote)

- Led the redesign of the organization's online store, utilizing custom CSS coding to modify layout structures and improve user flow.
- Created persuasive ad creatives for the "Mohammed Al Dosry Foundation," focusing on visual storytelling to attract new customers.
- Managed the end-to-end design process for social media campaigns, resulting in measurable growth in brand visibility.

Senior Visual Designer

Nov 2022 – May 2024

WAWAN PRO (Protein & Gym) | Riyadh (Remote)

- Spearheaded the visual identity and social media designs for WAWAN Protein and WAWAN Gym in Saudi Arabia.
- Implemented a strategic design approach that directly contributed to higher profit margins and increased follower growth on social platforms.
- Designed promotional materials for major tournaments, ensuring print and digital assets met international standards.

Graphic Designer

Apr 2021 – Oct 2022

AL AHLAM CO. FOR FOOD PRODUCTS | Syria

- Produced high-volume, high-quality daily designs (7-10 assets per day) without compromising artistic integrity.
- Collaborated with the marketing team to brainstorm creative concepts that led to a significant increase in page followers.

Graphic Designer

Feb 2018 – Mar 2021

Golden Mobile | Syria

- Managed full-spectrum design needs for the parent company and regional branches, ensuring brand uniformity.

EDUCATION

Information Technology (IT) Engineering

2013 – 2017

Damascus University

- Completed 4 years of study. Provided a strong foundation in programming logic and web technologies (HTML/CSS) which is now applied to e-commerce design architecture.

COURSES & CERTIFICATIONS

- **Advanced Adobe Photoshop & Manipulation** (2021) – Mastery of lighting, perspective, and compositing.
- **Adobe Learning Series** (2019) – Interface tools and workflow efficiency.

LANGUAGES

Arabic: Native | **English:** Professional Working Proficiency