




Aya al Burayhe

Graphic Designer @ The Ned |
BA in Graphic Design

 London, UK

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Links

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Languages

Arabic (Native)

English (Fluent)

About

I'm a skilled graphic designer known for creating eye-catching content across different platforms. I'm proficient in Adobe Creative Suite tools like Photoshop, Illustrator, Premier Pro, and InDesign.

I have a strong background in digital marketing, social media communications, product photography, and layout design. I also love branding and typography. I'm known for creative problem-solving, adeptly navigating fast-paced environments and delivering high-quality results. As well as having a goal-oriented approach, exceptional presentation abilities, and being receptive to constructive criticism.

BRANDS WORKED WITH

The Ned

Chessworth

Creative Digital - Digital Marketing Agency

Experience



Graphic Designer

The Ned | Oct 2022 -

As one of the main graphic designers working for The Ned my duties consist of making sure the brand look and feel is consistent across all digital and print collateral. Working closely with marketing and PR, all designs are made to serve a purpose of promoting and elevating The Ned to continue to show the fun atmosphere it's known for.

Main Tasks

- Support the communications team by creating engaging content for social media, including filming reels and photography.
- Collaborate with the membership team to produce high-quality print materials for member events, such as invites and creative menus/as-sets.
- Utilise strong project management and multitasking skills to handle the fast-paced and demanding nature of the role.
- Develop new creative assets like posters and in-house marketing materials to promote internal events effectively.
- Lead product shoots and retouch images to ensure high-quality visuals.
- Prepare files for printing and coordinate with external stakeholders to deliver high quality products.

Designer and Marketing Executive

Chessworth | Mar 2021 - Oct 2022

At Chessworth, I was in charge of three brands (Eco Health UK, Little Eco Health, and Castleballoons), ensuring brand consistency across all marketing and social media platforms. My daily tasks include project management of new products that are being released on the website. Making sure the launch is organised well from start to finish with great marketing assets and product images.

Other tasks:

- Brand development.
- Designing email marketing.
- Coming up with marketing strategies.
- Packaging designs and proofing with factories.
- Website Design.
- Market analysis.
- Amazon store front and listing design.

● Freelance Graphic Designer

| Jul 2020 - Aug 2022

- Collateral design, social media templates and online email Campaign for Pledjar Ltd.
- Logo design for Reservoir Dogs.
- Menu boards redesign for Buff Chickn.
- Pitch Deck Design for mySaddaqa App.
- Bubble tea shop branding project for Tapiyoka.

● Junior Graphic Designer/Intern

Creative Digital - Digital Marketing Agency | Mar 2019 - Mar 2020

My job consists of assisting main Graphic Designer with major projects in the office as an intern full-time for 4 months over the summer and then part-time freelance along with my studies. I was able to also collaborate with other colleagues in different fields on their projects, making my skills and services available to them. Helping me grow and lift some weight off the senior Graphic Designer.

I've worked with many companies and projects such as:

- Penny Appeal Social media/ online Ad campaign.
- Dental surgeries service brochure.
- Real Estate flyer design.
- Web Advertisement for North Accent watches.
- Menu Boards and marketing for Buff Chick'n restaurant.
- Layout design for photographic book (Arba'een: A sacred journey)
- Social Media templates for Mend and WhoisHussain.

Education & Training

2017 - 2020

● Middlesex University

BA graphic design,

2015 - 2017

● fashion retail academy

Level 3 Fashion Retail,