# ghada wali

Freelance Graphic Designer
Cairo, Egypt

gw@ghadawali.com
http://www.ghadawali.com

**I am self-employed graphic designer/illustrator, specialized in branding, based in Cairo. My aim is simple, produce local flavored work that meets a global taste and understanding. I provide designs that are aimed to bring ideas or products from brief to life. I aim to produce new, original, meanigful, functional, emotional conceptual design solutions. I focus on producing diverse, simple, eye-satisfactory designs that transfer a message and excites brains to think differently. With a priority of delivering the goals of my clients, listening to them and provide them with tailored work, resulting in a raise of profiles, increased recognition and sales.**

**Services:**

**Branding/Corporate Identity**
**BTL Advertising**
**Web-design**
**Online Applications/Game Design**
**Graphical Illustrations**
**Book Design/Magazine Design**
**Packaging**
**Info Graphics**
**Information System**

## WORK EXPERIENCE

**Cairo, Egypt**
2007 – Present

**Freelance**
Freelance Graphic designer

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**Cairo, Egypt**
2010

**Fortune Promoseven Cairo.**
Graphic Designer

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**Cairo, Egypt**
2009

**German University in Cairo**
Graphic Design Tutor

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**Cairo, Egypt**
2009

**JWT**
Intern

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**Cairo, Egypt**
2008

**Goethe Institute**
Street Interviewer & Blogger

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**Cairo, Egypt**
2006 – 2007

**ManorHouse School, Port Said School, St. Fatima School.**
Art IGCSE Teaching Assistant

## EDUCATION

**Cairo, Egypt**
2002 – 2005

### Cambridge University
International General Certificate of Secondary Education (IGCSE)

**Cairo, Egypt**
2006 – 2011

### German University in Cairo
Bachelor of Applied Science (B.A.Sc.) with Honors, in Graphic Design

## LANGUAGES

**English** (Fluent), **Arabic** (Fluent)

## SKILLS

Adobe Illustrator, MS Office , Final Cut Pro, Adobe Photoshop, Cinema 4D, Adobe Flash, Adobe After Effects, FontLab Studio, Adobe In Design, Internet, Presentation Skills

## AWARDS

2010

### German University in Cairo
Highest BA Thesis Score

2008

### German University in Cairo
The Top 10 Students Award

2006

### Cambridge University
The British Council Award

## WORKSHOPS

_F+F Schule Fur Kunst Und Mediendesign, a collaboration between design students from Egypt & Switzerland, after the Egyptian Revolution, Zurich, February 2011

_Dubai Lynx Annual Worksop, Seminars and Awards Ceremony: March 2010.

_Dubai Lynx Annual Worksop, Seminars and Awards Ceremony: March 2009.

_AGI. Alliance Graphic International Seminar. Agi Congress Istanbul; The Beauty of the Chaos: 13-17 October 2009.

_Grafist 13 International. Istanbul Graphic Design Week: 12-17 October 2009.

_"Gender Design" with Utta Brandon: November 2009.

_"Power of Typography" with Bruno Maag from Dalton Maag London:

May 2009.

_ Bookbinding | Photography | Wood | Metal | Molding | Arabic & Latin Calligraphy | Lino Printing | Letterpress.

_ Manual composition workshop,
Hochschule für Grafik und Buchkunst , Leipzig, Germany: August 2007