SELENA DAOU

GRAPHIC DESIGNER

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ABOUT ME

Recent Graphic Design graduate specializing in branding and visual identity, freelancing since 2023 for clients across multiple industries. Proficient in Adobe Creative Suite and Figma, with growing experience in short-form video editing. Seeking a junior graphic role where I can create meaningful, engaging design experiences.

WORK EXPERIENCE

GRAPHIC DESIGNER

Freelancer **2023 - Present**

- Developed visual identities and branding materials (logos, stationery, social media kits, websites) for businesses across different industries, using Adobe Illustrator, Adobe Photoshop, Adobe InDesign.
- Translated client briefs into cohesive visual concepts and design solutions.
- Managed multiple projects while ensuring timely delivery and high-quality results.

VIDEO EDITOR

Freelancer **2026 - Present**

- Edited short-form video content for social media, using Adobe Premiere Pro and Adobe After Effects, focusing on visual storytelling, and audience engagement.

VOLUNTEER

- **Federation of Congregation**

Local President, Consultant, Secretary, Social Media Manager.

Sep 2018 - Present

- **Al Kafaat University - AKU**

Created a brand and visual identity for a coffee shop on campus

Dec 2025 - Jan 2026

CERTIFICATION

- **ULTIMATE GRAPHIC DESIGN**

  UDEMY **Jun 2024**

EDUCATION

BACHELOR'S DEGREE IN GRAPHIC DESIGN 2023 - 2026

Al Kafaat University - AKU

TECHNICAL SKILLS

- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Figma

AI TOOLS

AI-assisted brainstorming, concept development, and visual exploration.

- Claude Design
- ChatGPT
- Gemini

SKILLS

- Communication
- Creativity
- Color Theory
- Typography
- Time Management
- Design Principles
- Marketing

LANGUAGES

- Arabic - Native
- English - Advanced
- French - Advanced

INTERESTS

- Reading
- Painting
- Drawing
- Animation
- Photography