

Aseel Quzmar

Portfolio

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27 Nov. 1987

Amman - Jordan

Jordanian

WORK EXPERIENCE

● September 2020 - Present

Eyedentity Digital Marketing / Crans Montana Food & Beverage

Full-time art director

- Responsible for creating branding concepts, brand guidelines & packaging.
- Managing a team of three designers to reflect brand guidelines through social media.
- Collaborating with photographers and supervising photography sessions to match brand guidelines.
- In charge of print, production and approvals for 15 different restaurants.
- Leading design briefs requirements and development.
- Communicating with clients about proposals, layouts, and design concepts.
- Managing multiple projects within design specifications and budget restrictions.

● September 2016 - September 2020

American University of Madaba

Full-time lecturer

- Prepared and delivered lectures & workshops in the multimedia department.
- Developed curricula and course material.
- Collaborated with other academics and lecturers to improve teaching methods and expand knowledge base.
- Developed and graded assignments, tests, and exams.
- Represented the university in several high profile meetings, conferences, and other events.
- Participate in accreditation committee for opening new tracks.

● 2018 - 2020

Crans Montana Food & Beverage

Part-time graphic designer

- Conceptualized visuals based on requirements.
- Created packaging design solutions for food items.
- Handled social media designs and grids.

● June - September 2019

Prezlab Firm

Full-time creative director/ summer job

- Managed a team of 7 designers (Amman, Dubai, Cairo).
- Handled communication with clients and managed design proposals.
- Provided guidance on briefs and design tasks.
- Ensured projects are completed with high quality and on schedule.
- Reviewed final layouts and suggested improvements when necessary.

● 2014 -2016

American University of Madaba

Part-time lecturer

- Taught Video editing & film making.
- Created course syllabi with references and resourcess.

- **2015 - 2016**
Waff Social Media Solutions
Part-time graphic designer
 - Responsible for creating templates for layout designs.
- **2011 - 2014**
Al Faridah for Specialized Publications
Part-time graphic designer
 - Created layout designs for three publications (Layalina, Viva, Trendesign).
 - Performed retouching and manipulation of images
 - Prepared spreads for print and approving samples.
 - Finalized layout design for print.
- **2010 - 2011**
Middle East University
Part-time lecturer
 - Taught anatomy of art for 20 students over two semesters.
- **2009 - 2016**
Al-Zaytoonah University of Jordan
Full-time lecturer
 - Lecture planning and preparation for the graphic design department.
 - Designed course curriculum.
 - Delivered lectures for theory and practical courses.
 - Checked and assessing students work.

EDUCATION

- **2008 - 2009**
Sunderland University/ UK
 MA Multimedia & Graphics Design
- **2005 - 2008**
Al-Zaytoonah University/ Jordan
 BA Graphic Design 86.3
- **2005**
Arab Model School/ Jordan
 Tawjihi/ Scientific Stream 77.7

SKILLS

- Adobe Creative Suite.
- Microsoft Office/ iWork.
- Mac & Windows Operating systems.
- Leadership & delegation.
- Time management & multitasking.
- Excellent communication.

LANGUAGES

- Arabic
- English (written & spoken)