



# SALAH QAISI

ART DIRECTOR

## PROFILE

Name	Salah Hassan Al Qaisi
Birthday	26-6-1996
Relationship	Single
Nationality	Jordanian
Language	English, Arabic

## CONTACT

Address	Amman Jordan
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## SKILLS

Design Proficiency  
Creativity and Innovation  
Communication Skills  
Project Management  
Attention to Detail  
Technical Proficiency  
UX/UI Design  
Problem-Solving Skills  
Client Relationship Management  
Continuous Learning  
Collaboration and Teamwork

## CURRENT WORK EXPERIENCE

### ART DIRECTOR

yousef nader & sons co (2023 - 2024)

**Visual Strategy Development:** Collaborating with stakeholders to define the visual direction and design strategy for products or brands, aligning with overarching business objectives and target audience preferences.

**Art Direction and Creative Leadership:** Providing creative direction and leadership to design teams, including graphic designers, illustrators, and photographers, to ensure cohesive visual storytelling and brand consistency across all touchpoints.

**Conceptualization and Design Ideation:** Generating innovative and compelling design concepts, mood boards, and visual prototypes that effectively communicate the brand's values, message, and unique selling propositions.

**User Experience (UX) Design Oversight:** Working closely with UX designers to integrate visual design elements seamlessly into user interfaces, ensuring intuitive navigation, usability, and a seamless user experience.

**Brand Identity Development and Management:** Establishing and evolving brand identities, including logos, color palettes, typography, and visual assets, to reflect brand personality and resonate with target audiences.

**Cross-Functional Collaboration:** Collaborating with product managers, marketing teams, developers, and other stakeholders to integrate design considerations into product development processes, ensuring alignment with user needs and business goals.

**Quality Assurance and Design Review:** Conducting regular design reviews and providing constructive feedback to ensure design integrity, consistency, and adherence to brand guidelines and industry best practices.

**Trend Analysis and Industry Research:** Staying abreast of design trends, emerging technologies, and industry innovations to inform design decisions and maintain a competitive edge in the market.

**Project Management and Resource Allocation:** Overseeing multiple design projects simultaneously, including budget management, resource allocation, and timeline supervision, to ensure projects are delivered on time and within scope.

**Team Development and Mentorship:** Nurturing talent within the design team through mentorship, coaching, and professional development opportunities, fostering a collaborative and creative work environment conducive to growth and innovation.

**Client Communication and Presentation:** Presenting design concepts, strategies, and deliverables to clients and stakeholders with clarity, confidence, and persuasiveness, effectively articulating the rationale behind design decisions and garnering buy-in.

## PREVIOUS WORK EXPERIENCE

CAHAPTTI L.L.C (2020 - 2023)

GENOMSEED (2019 - 2020)

DOCULAND(2016 - 2020)

PHILADELPHIA GENERAL TRADES ( 2014 - 2016 )

## EDUCATION

BACHELOR IN GRAPHIC DESIGN

middle east university (2014 - 2018)

DIPLOMA IN ART AND VISUAL ARTS

SAE Jordan (2015 - 2016)