

# OMAR ASHOUR

SENIOR DESIGNER

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## EDUCATION

DIGITAL MEDIA DESIGN  
**Edinburgh University / MSc.**  
Graduated, August 2024

MEDIA & COMMUNICATIONS  
**Northwestern University / BSc.**  
Graduated, 2016

COMPUTER SCIENCE  
**Carnegie Mellon University / Minor**  
2012 - 2015

## CERTIFICATIONS

NEW YORK UNIVERSITY (NYU)  
• Integrated Digital Media  
MicroMasters Certificate

CalArts

- Introduction to Iagemaking
- Fundamentals of Graphic Design
- Introduction to Typography

## SKILLS

Branding and Design  
Creative Coding and Interactive Art  
Front End Web-Development  
UI/UX Design and Research  
Video Editing  
2D Animation  
3D Modeling and Animation  
Filming and Photography

## PROJECTS

- Qatar International Court
- Asian Cup U23 2023
- Asian Cup 2023
- Design Doha Biennial x Qatar Creates
- Education Above All
- Ministry of Finance - Qatar
- Aspire
- SkipCash
- US Embassy of Doha
- Action Global Communications

## LANGUAGE SKILLS

ENGLISH, FRENCH, ARABIC

## EXPERIENCE

**QATAR INTERNATIONAL COURT** **2023 - PRESENT**  
**Senior Branding Specialist**

**Branding and Design Officer** **2019 - 2023**

- Improved the user interface (UI) and user experience (UX) for the QICDRC Website and Case Management System (eCourt) to enhance usability and efficiency.
- Led a successful branding refresh initiative, incorporating newly launched services into the overall brand identity to align with strategic objectives.
- Developed augmented reality and interactive experiences (AR) to engage users, leveraging cutting-edge technologies to enhance user interaction and satisfaction.

**Graphic Design Officer** **2017 - 2019**

- Managed QICDRC's brand identity and marketing materials, including website development and maintenance.
- Strengthened brand guidelines and optimized marketing materials, including brochures, adverts, websites, email campaigns, and collaterals.
- Created and produced social media videos to establish a strong online brand presence.
- Captured photos during marketing events for social media content creation.
- Cultivated essential partnerships with agencies, vendors, and suppliers.

**DESIGN DOHA BIENNALE** **MARCH 2024 - APRIL 2024**  
**Senior Designer**

- Designed social media posts for various exhibitions.
- Created invitations for press and VIPs.
- Developed visuals for panel speakers' backdrops and integrated them on different screens, while including different presentations.
- Created posts to announce partnerships between the Biennale and various entities.
- Produced video animations for stage announcements, including the grand prize winner.

**ASIAN CUP 2023 & ASIAN CUP U23** **OCT 2023 - MAY 2024**  
**Senior Designer**

- Designed engaging posts showcasing key moments, driving an increase in engagement and shares during the Asian Cup 2023.
- Created vibrant team and player feature graphics, boosting follower growth.
- Developed real-time match update visuals, enhancing fan interaction and live engagement.
- Created all digital assets for a digital competition including a logo and animation videos, Like it to Win It Cup, promoting and explaining the competition.