

Creative Graphic Design

Issam Ahmad Abu Qasem



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Mission

At iabuqasem, our mission is to empower businesses by delivering innovative and high-quality design and digital solutions that drive growth and success. We strive to create lasting impressions through creativity, precision, and a deep understanding of our clients' unique needs.

We are committed to providing exceptional services in graphic design, web development, marketing, and multimedia, ensuring that every project we undertake exceeds expectations. Our goal is to help businesses thrive in a competitive digital landscape with tailored, impactful solutions.

VISION

At iabuqasem, our vision is to be a leading creative agency that inspires businesses to reach their full potential through innovative design and digital strategies. We aim to be recognized for delivering exceptional value and transformative solutions that make a lasting impact on our clients' success.

We envision a future where we continue to push boundaries, staying ahead of industry trends and fostering long-term partnerships. By combining creativity with technology, we strive to shape the future of digital experiences and drive sustainable growth for every client we serve.

Language Skills

ARABIC
100%

ENGLISH
65%

Cover Letter

I am Issam Ahmad Abu Qasem, a creative design professional with over 20 years of expertise in graphic design, brand strategy, brand identity, social media management, and web design. Throughout my career, I have honed my skills using the full Adobe Creative Suite, combining technical mastery with a strategic understanding of visual communication.

My experience spans both freelance work and corporate roles across Jordan, Kuwait, and Saudi Arabia, where I have contributed to enhancing brand presence, developing impactful identities, managing high-engagement social media campaigns, and delivering effective web solutions. My mission is to provide clients with integrated digital marketing strategies that drive measurable success and elevate brand value.

I specialize in crafting modern, visually compelling designs that align with contemporary brand standards and resonate with target audiences. From concept to completion, I manage every stage of the creative process—collaborating closely with publishers and print vendors to ensure flawless execution and premium-quality outputs. My work blends creativity, precision, and strategy to deliver exceptional results that leave a lasting impression.

Education

Graduate

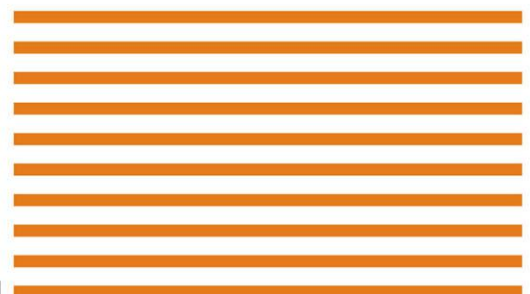
PHILADELPHIA UNIVERSITY, JORDAN.

Bachelor's Graphic Design 15 Mar 2005

Studying Graphic Design For Four Years In The University Scientific And Theoretical Materials

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Dreamweaver
Adobe Premiere Pro
Adobe After Effects
Wordpress
Elementor
Social Media
Microsoft PowerPoint, Excel, and Word





Experience

Freelancer Creative Design

DECEMBER 2022 - 2024

1. I offer a range of services including graphic design, branding, and digital marketing materials.
2. Freelancer creative design professional with expertise in visual communication, typography, and layout design. My goal is to collaborate with clients to bring their vision to life through compelling and visually stunning designs.
3. Leveraging my skills in Adobe Creative Suite and a keen eye for aesthetics, I am committed to delivering professional and polished design solutions. Whether it's creating a new logo, designing marketing materials, or developing a website, I am dedicated to helping clients achieve their design goals.
4. With a focus on customer satisfaction and a commitment to excellence, I am passionate about helping businesses and individuals elevate their brand through thoughtful and strategic design.

Kuwait

Taher Abdul-Aal

Managing Partner

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Kuwait

Raghad Hammad

General Manager

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Saudi Arabia

Ahmad Sadaqa

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BDO Jordan (Samman & Co.) - Jordan - Full time

SENIOR GRAPHIC DESIGNER | MARCH 2019 - DECEMBER 2022

(Samman & CO.) Joined BDO International; the world's Fifth largest accountancy network, as the new BDO Member Firm in Jordan, and became "BDO Jordan" consisting of: BDO Audit and BDO Consulting.

Duties:

- Develop and apply design templates for various work needs including audit, annual reports, proposals, business services, and risk management using Adobe Illustrator and Adobe InDesign.
- Gather project requirements through client briefs and propose design options accordingly. Create design concepts tailored to meet the specific needs of the client.
- Manage social media channels by designing and uploading posts and running campaigns using Adobe Photoshop and Adobe Illustrator.
- Produce social media videos using Adobe After Effects and Adobe Premiere.
- Design and build websites using WordPress, and optimize for higher ranking using SEO (Search Engine Optimization) techniques.

Adnani Group - Jordan - Full time

SENIOR GRAPHIC DESIGNER | AUG 2012 - MARCH 2019

Adnani Group Corporation a Variety of Entities in Different Industry Sectors. All of These Companies Work Together For the Success and Benefit of the Middle East and Its People.

Duties:

- Produce advertising materials for cosmetics, spa, & medical drugs such as business cards, brochures, mailers, posters, outdoor signs, catalogs, door hangers, folders, letterhead, newsletters, corporate identity, & stands utilizing Adobe Family Programs.
- Develop social media materials including posts, videos, & campaigns using Adobe Family Programs to effectively engage with target audiences.
- Create and optimize websites using WordPress, implementing SEO strategies to improve search engine rankings & drive organic traffic to the site.
- Utilize Adobe Family Programs to design visually appealing & impactful advertising materials that effectively communicate the brand message & enhance brand visibility.



PC Zone - Jordan - Full time

GRAPHIC DESIGNER | AUG 2009 - JULY 2011

Pc Zone Company Is Working In Electrical Goods, Computers Business Activities.

Duties:

- Produce advertising materials for cosmetics, spa, & medical drugs such as business cards, brochures, mailers, posters, outdoor signs, catalogs, door hangers, folders, letterhead, newsletters, corporate identity, & stands utilizing Adobe Family Programs.
- Develop social media materials including posts, videos, & campaigns using Adobe Family Programs to effectively engage with target audiences.
- Create and optimize websites using WordPress, implementing SEO strategies to improve search engine rankings & drive organic traffic to the site.
- Utilize Adobe Family Programs to design visually appealing & impactful advertising materials that effectively communicate the brand message & enhance brand visibility.

Graphic4M - Kuwait - Full time

GRAPHIC DESIGNER | MAY 2007 - MAY 2009

Graphic 4m Co Marketing Communication, Advertising and Graphic Design, for Industrial (Restaurants), Commercial (Banks), Educational (Training Center) Sectors. It Delivers the Best Full Media Service Product in Kuwait Through Direct Client Relationships Built on Integrity and Trust.

Duties:

- Produce advertising materials for cosmetics, spa, & medical drugs such as business cards, brochures, mailers, posters, outdoor signs, catalogs, door hangers, folders, letterhead, newsletters, corporate identity, & stands utilizing Adobe Family Programs.
- Develop social media materials including posts, videos, & campaigns using Adobe Family Programs to effectively engage with target audiences.
- Create and optimize websites using WordPress, implementing SEO strategies to improve search engine rankings & drive organic traffic to the site.
- Utilize Adobe Family Programs to design visually appealing & impactful advertising materials that effectively communicate the brand message & enhance brand visibility.

Global Connection Exhibitions - Kuwait - Full time

GRAPHIC DESIGNER | MAY 2006 - MAY 2007

Global Connection for Exhibitions, Conferences and Marketing Services.

Duties:

- Develop and produce various advertising materials such as business cards, brochures, mailers, posters, outdoor signs, catalogs, door hangers, folders, letterhead, newsletters, and corporate identity using Adobe Family Programs.
- Generate advertising materials for clients including posters, flyers, monthly newspapers, and brochures using Adobe Family Programs.
- Utilize Adobe Family Programs to design and execute advertising materials for both internal company use and client projects.
- Create a wide range of promotional materials such as stand designs and outdoor signage using Adobe Family Programs.
- Implement Adobe Family Programs to craft advertising materials that align with the company's branding and marketing strategies.

Al Medina Al Munawara - Jordan - Part Time

GRAPHIC DESIGNER, TRAINER ON DESIGN PROGRAMS | JAN 2002 - APRIL 2005

Al Medina Al Munawara Training Center Is a Specialized Center Providing Training Courses in Computer Programs, Including Design Programs

Duties:

- Design, Implement and Create Advertising Materials (Business Cards, Brochures, Mailers, Posters, Outdoor Signs, Catalogs, Door Hangers, Folders, Letterhead, Newsletters, corporate identity, stand, . . .) using Adobe Family Programs.
- Provide Training on Adobe Photoshop, and Illustrator.