



Graphic Designer

SOUHEIL ZAIED

Desktop Publishing Specialist



See My Portfolio



PROFILE

Are you looking for a creative professional who can add measurable value to your brand?

As a Desktop Publishing Specialist and Graphic Designer, I translate strategic direction into visually compelling layouts – from multilingual print and digital materials to social media campaigns – delivering impactful, audience-focused design solutions.

CONTACT

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EXPERIENCE

Remote Desktop Publishing Specialist / Graphic Designer

2015 - Present Freelance | Global Clients (WHO, UNICEF, and International NGOs)

- Design and localize multilingual publications, reports, and marketing materials for international agencies.
- Maintain visual consistency and design integrity when adapting English layouts into Arabic and other languages.
- Expert in Adobe InDesign, Acrobat, Photoshop, and Illustrator ensuring print-ready accuracy and compliance with institutional brand guidelines.
- Deliver high-impact visual content under tight deadlines with precision and cultural sensitivity.
- Experienced in remote project management using Asana, Trello, and other collaboration tools.
- Skilled at client communication, workflow optimization, and version control to meet global production standards.

Senior Graphic Designer

2008 - 2015 Orange Advertising & Publishing | UAE

- Led the design and production of print and digital campaigns, overseeing all creative and prepress stages.
- Managed multi-project workflows ensuring brand alignment, production quality, and timely delivery.
- Supervised junior designers and conducted quality assurance reviews to maintain high creative standards.
- Delivered press-ready artwork optimized for color accuracy, format specifications, and printing efficiency.
- Contributed to brand strategies and visual storytelling to strengthen client identity and audience engagement.

SKILLS & EXPERTIZE

Design & DTP Tools:

Adobe InDesign • Illustrator • Photoshop • Acrobat

Office & Project Tools:

Word • PowerPoint • Asana • Trello • Jira

Core Competencies:

Creativity • Flexibility • Time Management • Team Collaboration • Multilingual Design Adaptation • Typography & Layout Design

EDUCATION

ATBIG Certificate

Sousse Info – Tunisia (1999)