Wafa AlGhamdi

📞 +966 508586830   ✉ mail@wafa.biz   🌐 wafa.biz   📍 Al Khobar, KSA - Willing to Relocate

Results-driven professional with 8 years of experience in Graphic & Web design, Internal Communication, Events Managements, and Business Analysis. Skilled in Adobe Creative Suite (Illustrator, Photoshop, After effects), Figma, Microsoft Power Platform (Power BI, Power Automate), Microsoft 365 (Powerpoint, Excel, Word) and Web languages (HTML5, CSS3, JavaScript).

WORK EXPERIENCE

Business Analyst (Web Management) SABIC Contract, Jubail, KSA, Jul 2023 - Jul 2024

- Managed the corporate portal, by updating site content, posting news & meeting highlights, and creating & customizing SharePoint (pages, web parts, document libraries, and lists).
- Planned and organized events, including Service Award Ceremony, Town Hall, and employee recognition celebrations. Additionally, hosted the department's monthly engagement meetings.
- Planned and implemented various initiatives to enhance employee well-being, including Open Day, work anniversary, celebrating new employees, and farewell parties.
- Created designs, including presentation templates, emailers, web banners, and other materials for internal events.
- Developed interactive dashboards using Power BI to visualize data effectively.
- Participated as a team member in the Leadership Objectives 2024 project for Planning and Control. The project involved brainstorming sessions and workshops with the departments to generate SMART goals.

Graphic Designer Tas'heel Finance (UCFS), Al Khobar, KSA, Mar 2020 - Apr 2023

- Worked on various marketing campaigns, where my role involved developing creative concepts & designing the marketing collateral.
- Created digital designs for brand awareness and marketing campaigns across multiple channels. Including social media posts, GDN ads, web banners, LCD screen ads, and emailers.
- Created printed designs and POSM, including posters, brochures, flyers, wobblers, and ceiling banners, for Tasheel Finance and its partners (Abyat, Virgin Megastore, Saudi German hospital, eXtra).
- Managed the corporate identity and the internal communication designs, including corporate stationery, welcome kit, ID cards, internal newsletters, email signatures, and presentation templates. Additionally, I designed materials for internal events such as pop-up displays, roll-ups, and danglers.
- Managed the corporate portal by creating and updating web pages, as well as installing and activating plugins through WordPress dashboard.
- Provided photo coverage for corporate events. Additionally, captured professional staff photos, and established an employee photo library.
- Worked closely with the compliance team to ensure all published marketing materials adhered to SAMA regulations.

Creative Designer eXtra (United Electronics Co.), Al Khobar, KSA, Jan 2018 - Feb 2020

- Worked on various marketing campaigns, where my role involved developing creative concepts, presenting rough drafts, and designing marketing collateral.
- Designed digital and printed marketing materials, including social media posts, GDN Ads, emailers, flyers, posters, brochures.
- Designed POSM for eXtra stores, including floor stickers, shelf headers, wobblers, ceiling banners.
- Created marketing material for the top brands (Apple, Samsung and Huawei) following their guidelines.
- Rebranded Tasheel Murabaha to United Company for Financial Services (Tasheel Finance).
- Redesigned Tasheel page in eXtra website and Created landing pages for Tasheel's marketing campaigns.
- Managed the communication with the printing supplier and provided them with all the necessary files, and instructions.

Freelance Graphic and web Designer Various Clients, Jul 2015 - Nov 2017

• Worked on various projects, including branding, web development, and designing digital and printed materials such as posters, presentations, and Brochures.

EDUCATION

Bachelor of Computer Science University of Dammam, Dammam, KSA, Sep 2009- Aug 2014

• Earned the Best Poster Award for exceptional research & presentation in Network Research Projects, Dec 2011

TRAINING AND CERTIFICATION

Google UX Design Professional Certificate Google, Due to complete in Oct 2024.

Certified Investor Relations Officer (CIRO) Certificate Middle East Investor Relations Association, Feb 2023.

ICA Specialist Certificate in Corporate Governance International Compliance Association (ICA), UK, Jan 2023.

Accredited Certificate in Corporate Governance Business Intelligence Training Center, Riyadh, KSA, Jan 2023.

Introduction to Front-End Development Meta, Nov 2022.

COOP Training The Regional Poison Control Center, Dammam, KSA, Jun - Aug 2014.

• Worked on a proposal to automate the registration process for the training courses.

SKILLS

Graphic & Web Design

• Graphic Design: Illustrator, Photoshop
• UI/UX Design: Figma
• Motion graphics: After effects
• Web languages: HTML5, CSS3, JavaScript
• Ecommerce Platforms: WooCommerce, Shopify
• Web Platforms: WordPress, SharePoint

Business & Management

• Data Analysis & Visualization: Power BI, Excel
• Dynamic PDF Forms: Acrobat
• Presentation & Reports: Powerpoint, Word
• Analytical skills: Problem Solving, Critical thinking, Effective Communication, Creativity