

Israa Abdul Razek

📍 Abu Dhabi

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🏆 AWARDS AND RECOGNITIONS

• Certificate of Contribution

UAE Pavilion at Expo Doha 2023, *March 2024*

Honored for significant contributions to the success of the UAE Pavilion's participation, leaving a lasting legacy of excellence and unity.

• Innovative and Creative Award

Department of Health, *April 2022*

Awarded for exceptional innovation and creativity in a competition held by the Department of Health to mark the UAE's 50th anniversary.

• Work Recognition

Department of Health, *October 2020*

Acknowledged for leading the visual design of a local vaccination campaign (**Choose to Vaccinate**) that effectively increased vaccine awareness and surpassed performance targets.

• Work Star Award

Finance House, *March 2019 & August 2020*

Received for exceptional efforts and significant achievements in marketing campaigns.

📁 PROFESSIONAL EXPERIENCE

National Projects Office - Presidential Court

MAY 2022 - PRESENT

Sr. Graphic Designer

Design Innovation and Quality: Propose, develop, and implement innovative designs for NPO initiatives, ensuring alignment with corporate standards and maintaining the highest quality. Take responsibility for annual reports and project branding, directing the team and collaborating with vendors to ensure exceptional work that aligns with our brand vision. Manage multiple projects from inception to completion, coordinating with in-house teams and external vendors to ensure successful and timely delivery.

Executive Presentation Design: Design and deliver high-level presentations for Her Highness and senior executives, ensuring all materials meet her specific requirements and are presented in a clear, professional format.

Cultural Engagement and Support: Collaborate with the Culture Department to develop and execute strategies that enhance employee satisfaction and engagement. This includes organizing motivational talks, implementing initiatives to foster a positive workplace environment, and designing materials to support departmental goals.

Internal Initiatives: Lead internal projects focused on enhancing the workplace environment by identifying and addressing employee needs, creating a comfortable, and fostering a productive atmosphere for all team members.

Operational Coordination: Take charge of delivering presentations and projects by following daily directives from the Line Manager, ensuring smooth workflow, high-quality outputs, and timely execution, while effectively managing resources and addressing issues promptly.

Department of Health - Abu Dhabi

OCT 2020 - APRIL 2022

Sr. Officer Graphic Designing

Cross-Departmental and Agency Collaboration: Liaise with internal departments and external agencies to deliver strategic needs, ensuring seamless integration of proprietary tools and alignment with organizational objectives.

Creative and Multi-Channel Design: Develop and maintain consistent designs across multiple platforms, including email, web, social media, and print, ensuring cohesive brand identity and messaging. Collaborate with strategists, developers, and media professionals to align designs with business goals.

Project and Layout Optimization: Scope, plan, and manage creative projects from concept to completion, overseeing and refining final designs to meet quality standards and strategic objectives. Present designs for approval to ensure alignment with organizational goals.

Leadership During COVID-19: Spearheaded awareness campaigns during the 2020 COVID-19 pandemic, maintaining consistent messaging and public engagement through innovative design and communication strategies.

Finance House Group

MAR 2016 - SEP 2020

Graphic Designer

Cross-Departmental Collaboration and Campaign Management: Partner with product management, marketing, and retail teams to create and execute campaigns for new and existing credit cards and offers. Develop compelling visual content for product launches, events, and promotions to drive engagement and enhance brand visibility.

Video and Content Production: Collaborate with agencies to produce high-quality video content, actively participating in shoots and enhancing final outputs. Create engaging online posts to support campaigns and attract the target audience.

Strategic Ideation and Execution: Generate innovative ideas aligned with business goals, ensuring all projects meet brand guidelines and maintain exceptional visual and creative standards.

Supplier and Agency Coordination: Work with suppliers and external agencies to deliver high-quality materials and ensure the timely execution of all project deliverables.



👤 SUMMARY

- Senior Graphic Designer with over **9 years of experience**, specializing in both digital and print media. Proven expertise in creating compelling animation videos and high quality print designs. Adept at working within dynamic teams to deliver innovative visual solutions that meet strategic goals.

🔗 SOFTWARE SKILLS



📄 CERTIFICATES



🎓 EDUCATION

• Master of Business Administration (MBA) in Global Business

Lincoln University College, *Malaysia*
July 2024 - October 2025 (Expected)

• Bachelor of Fine Arts (BFA) in Graphic Design

Applied Science Private University,
College of Arts & Science, *Jordan* 2010 - 2014

🌐 LANGUAGES

Arabic

English