

Amer Arnaout

(+963) 938 613 695 | amer.arnaout.001@gmail.com | <http://www.linkedin.com/in/amer-arnaout>
<https://behance.net/amerarnaout> | <https://www.amerarnaout.2bd.net/>

Computer Engineer turned Brand & Visual Designer with 4+ years of experience creating impactful brand identities, digital experiences, and marketing campaigns across multiple industries. Skilled in transforming business objectives into cohesive visual systems that strengthen brand perception and drive engagement. Experienced in branding, UI design, motion graphics, print production, and AI-powered creative workflows, collaborating closely with marketing, development, and leadership teams to deliver high-quality creative solutions.

CORE COMPETENCIES

Brand Strategy • Brand Identity Design • Art Direction • Visual Design • Creative Direction • UI/UX Design • Blender • Motion Graphics • Social Media Campaigns • AI Creative Workflow • Adobe Creative Suite (Expert) • Figma • Print & Digital Design • Marketing Collateral • Design Systems • HTML/CSS/TailwindCSS

BUSINESS EXPERIENCE

Senior Graphic & Brand Designer | Faster - Rent A Car, Dubai, UAE

November 2025 – JUN 2026

- Led the refinement of the company's brand identity, delivering a complete visual system including logo enhancement, typography, color palette, and brand guideline.
- Designed 100+ digital assets including social media posts, stories, promotional campaigns, website banners, and advertising creatives.
- Produced 10+ motion graphics and short-form video reels for social media marketing and brand campaigns.
- Created website UI concepts, homepage layouts, and digital experiences to strengthen brand consistency and user engagement.
- Designed print materials including brochures, business card, posters, flyers, and corporate stationery.
- Collaborated with marketing and management teams to execute branding initiatives supporting the company's luxury and premium vehicle rental positioning.

Graphic Designer | Digital Publik, US, NY (Remote)

January 2025 – October 2025

- Managed end-to-end content strategy for 4 distinct brands, ensuring visual and tonal consistency across Instagram, Facebook, and LinkedIn.
- Created and scheduled 2 posts + 4 stories weekly per account (400+ assets annually), increasing average engagement rate by 35% and follower growth by 25% within 6 months.
- Conceptualized and executed 80/20 mix of data-heavy infographics and brand storytelling visuals, boosting content shares by 40%.
- Collaborated with dev team on UI/UX improvements for client websites, reducing bounce rate by 15% through strategic visual hierarchy.

Graphic & Brand Designer | MediCuras, Damascus, SY

June 2024 – December 2024

- Developed complete brand identity for MediCuras, including logo, color system, typography, and 60-page brand guideline used across 5 marketing channels.
- Designed social media content for Denticity (dental brand), producing 80+ posts, stories, and reels thumbnails that increased appointment bookings by 28%.
- Created UI design for custom AI X-ray scanning software, including main dashboard and 8+ screen templates, improving dentist workflow efficiency by 20% (user-tested).
- Designed print materials for 3 workshops for TiaDent (dental brand) including: training kits, mug coasters, bottle holders, gift bags, posters, and business cards, achieving 99% client satisfaction.

Graphic Designer | Rightware LLC, Damascus, SY***April 2023 – May 2024***

- Built 3 corporate brand identities from scratch, resulting in 60% increase in brand recognition and 95% client retention rate, and received positive feedback from 12+ clients.
- Designed and launched 25+ high-performing digital ads across Facebook, and Instagram, driving \$50K+ in attributed revenue for B2B clients.
- Produced 8+ sales-enablement flyers and business card systems, shortening sales cycle by 18% through clearer visual messaging.

Graphic Designer | Source Code LLC, Damascus, SY***June 2022 – February 2023***

- Redesigned company landing page and UI components, increasing efficiency by 22%.
- Designed UI software for employee scheduling system (tracking arrivals, absences, vacations, sick days), reducing HR admin time by 30%.
- Created 15+ strategic PowerPoint presentations for policy rollouts and training materials, improving executive communication efficiency by 25%.

EDUCATION**Bachelor of Science, Computer Engineering***Arab Academy for Science and Technology, Latakia, Syria | GPA: 3.2****September 2017 – February 2022***