

# ALAA ELERAQI

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## OBJECTIVE

Technically oriented UI/UX designer adept at digital, animation, and brand identity projects globally. Skilled in rapid learning, cross-functional teamwork, user research, and trend-tracking, seeking challenging projects aligning with WCAG standards.

## SKILLS

Figma, Angular, React, JavaScript, HTML/CSS, Bootstrap, API, Adobe Creative Suite, 3D Modelling.

## EXPERIENCE

### Front- end Designer – Toronto, Canada 2018 – Present

- Developed 4 fully responsive website / mobile app on Figma, implementing web accessibility guidelines, utilizing SASS/CSS for responsiveness across 6+ pages, and seamlessly integrating edited visuals into HTML and CSS files.
- Managed 7+ digital campaigns, surpassing deadlines and enhancing client satisfaction by 20%. Produced captivating 2D animations, boosting viewer engagement by 15% and crafted 20+ retail and marketing materials, resulting in a 25% sales increase.

### Graphic Designer – Olive Grove School - Mississauga, Canada (Hybrid) 2021 – 2022

- Produced 60+ digital assets and 10+ fundraising materials within a dynamic media team, adhering to industry standards.
- Coordinated photo shoots for brand consistency and created 50+ print templates and infographics. Inspired junior designers to enhance team efficiency and output standards.

### Graphic Designer – Al-Otrojah (NGO) - Mississauga, Canada 2017 – 2019

- Designed more than 50 printed, commercial, and motion graphic pieces as part of comprehensive campaigns.

### UI Designer – MicroDoers – Egypt (Remote) 2014 – 2015

- Designed 15+ iOS/Android responsive web applications (different browsers, Mobile, Tablets) for clients in the US and Europe, spanning various industries.
- Developed over 40 high-quality designs, resulting in the acquisition of new clients.

## EDUCATION

### George Brown College – Toronto, Canada 2023 – 2024

Web Development – Post Graduate Degree (3.9 GPA)

**Sheridan College – Oakville, Canada**

**2020 – 2021**

Visual Effects – Post Graduate Degree

**Sheridan College – Oakville, Canada**

**2019 – 2020**

Computer Animation – Post Graduate Degree

**Alexandria University – Alexandria, Egypt**

**2008 – 2013**

Communication Design – Bachelor's degree (3.6 GPA)