

Joseph Fathalla

☎ (647) 502-3556

✉ fathallajoseph@gmail.com

🌐 <https://www.fathallajoseph.com/>

Professional Summary

Creative and versatile Graphic Designer with expertise across digital and print media, blending design, psychology, and writing to deliver impactful visuals. Skilled in branding, UX/UI, motion graphics, and content creation with proven experience in automotive, events, and tech industries. Adept at turning complex ideas into clean, engaging visuals that drive engagement and brand growth.

Languages

French

English

Arabic

Technical Skills

Design Tools	Other Tools	Core Expertise
<ul style="list-style-type: none">• Adobe Illustrator• Photoshop• InDesign• Premiere Pro• After Effects• XD	<ul style="list-style-type: none">• WordPress• Microsoft Office• PowerPoint• Word• Excel	<ul style="list-style-type: none">• Typography• Layout Design• Branding• UX/UI• Motion Graphics• Color Theory

Key Attributes

- Strong background in typography, color theory, and layout design
- Excellent communication and problem-solving skills
- Ability to manage heavy workloads and meet tight deadlines
- Sharp eye for composition with a focus on clarity and engagement

Work Experience

Graphic Designer

Dobo Designs | 05/2022 – 02/2023

- Designed and produced assets across web, email, social media, video, print, and presentations.
- Developed motion graphics, lower-thirds, and animated visuals for video content.
- Transformed text-heavy presentations into clear, visually compelling layouts.
- Created a Wix website for a Turo car rental company, gaining hands-on automotive design experience.

UX/UI Designer

Cnnect | 12/2018 – 03/2022

- Designed wireframes, prototypes, and journey maps to communicate and test UX concepts.
- Produced high-quality visuals including graphics, illustrations, logos, infographics, and layouts for web, mobile, and print.
- Developed storyboards, user flows, and design artifacts to enhance user interaction and experience.
- Maintained a centralized design library of templates, icons, graphics, and visual assets.

Content Specialist

Events 365 | 09/2020 – 12/2021

- Edited and posted content marketing articles to 10+ websites using WordPress.
- Designed and optimized article pages through careful photo selection and editing.
- Created visual assets for digital campaigns, email marketing, social media, and interactive PDFs.
- Converted dense content into engaging, reader-friendly layouts.