

Zaid Sarhan

Senior Creative Designer

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As a skilled graphic designer with over 6 years of professional experience in photo manipulation, logo design, brand design, and social media ads, I exceed clients' expectations by utilizing various design tools such as Adobe suite, including Photoshop, Illustrator, SketchUp, Revit, and 3ds Max. I am a Driven individual who is curious and always eager to learn and stay up to date with the latest design trends and techniques.

My passion for creativity extends beyond graphic design and includes game design, Industrial design, architecture design, programming, UX, and UI. With my diverse skill set, I bring a fresh perspective to every project and deliver outstanding results that meet the unique needs and preferences of each client.

Portfolio: www.zaidSirhan.com, Behance: <http://www.behance.net/zaidSarhan>

WORK EXPERIENCE

Branding Specialist | Jan 2026 –Current

Pioneer Pharma , Amman, Jordan

Responsibilities:

- Support the development and execution of the company's brand identity across all touchpoints, ensuring consistency and alignment with brand guidelines.
- Develop and design brand identities for OTC products, ensuring clear differentiation, consistency, and strong shelf presence.
- Design OTC packaging systems in alignment with brand strategy, regulatory requirements, and market needs.
- Translate product positioning and medical information into clear, consumer-friendly visual language.
- Handle internal design tasks and support team collaboration.

Senior Graphic Designer | Jan 2025 –Dec 2025

Tarjama&, Amman, Jordan

Responsibilities:

- Train and mentor design team, ensuring skill growth and alignment with company standards.
- Lead client projects, ensuring brand consistency and visual excellence.
- Develop creative concepts that meet client needs and project goals.
- Ensure high-quality output from both myself and the team.
- Handle internal design tasks and support team collaboration.

Associate Graphic Designer | Aug 2023 –Dec 2024

PwC Middle East, Amman, Jordan

Responsibilities:

- Collaborated cross-functionally to craft visually compelling and brand-aligned proposal designs at PwC. Established and maintained a sector-specific proposal template library, ensuring consistency and streamlining the proposal creation process.
- Conducted lectures and training sessions on Adobe Illustrator and After Effects, fostering skill development within the design team.
- Customized and elevated visual assets for proposals, presentations, and internal communications, showcasing a commitment to precision and creativity.

- Designed and refined logos and brand elements, ensuring alignment with project and client requirements.
- Actively participated in meetings with internal clients, understanding design needs, providing updates, and gathering valuable feedback.
- Collaborated with teams to conceptualize video content for marketing initiatives and client presentations.
- Worked closely with marketing teams, providing creative input for campaigns and ensuring visual consistency..

Graphic & 3D Designer | Nov 2021 – Jul 2023

Philadelphia Solar L.L.C, Amman, Jordan

Responsibilities:

- Customized all the company assets, remodel, and render all the new products of the company, and improved the overall Brand appearance of the company.
- Created brand and logo designs for subsidiary and main company.
- Conceptualized and finalized social media ads and content (video/pictures).
- Conceptualized booth designs for trade shows.
- Managed website and social media accounts to ensure consistent branding.
- Modeled and rendered 3D products, projects, and ads.
- Assisted with marketing, trade shows, and event planning to support the company's initiatives.

Graphic Designer | Apr 2020 – May 2021

Basma Education, Amman, Jordan

Responsibilities:

- Created brand and logo designs for the company.
- Designed social media ads and content to promote the company.
- Conceptualized and designed books, games, and apps to support online learning.

Architect intern | Jul 2019 – Oct 2019

Greater Irbid Municipality, Irbid, Jordan

EDUCATION

Bachelor of Architecture

Jordan University of science and technology, Irbid, Amman

COURSES

- German language A1 to B2.1 | **Alibaba language center**
- Programming Essentials In Python | **Cisco Virtual Academy**
- Front-End Development Track | **Udacity**
- Full-Stack web Track | **Udacity**
- The FULL Branding & Design Process | **Udemy**
- Data Booster | **cubicle & PwC L&D**
- Mini MBA | **SeedHub Center**

SKILLS

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|---|-------------------------------------|
| • Branding and Logo Design | • WordPress and Wix Web Development |
| • Social media Designs | • 3D modeling |
| • Printable Advertising Materials | • Sketchup |
| • UI and UX | • Autodesk Revit, and AutoCAD |
| • Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premier) | • Architecture Design |
| • Fundamental Programming with Python | • Research |
| | • Analytic |