Leena Badreldin

Senior Graphic Designer - Strategic Brand Designer

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Summary

Highly passionate and skilled senior graphic designer from Sudan with 6 years of experience, working with agencies and as a freelancer. Possesses a deep understanding of various aspects of graphic design and is a problem solver who loves to challenge themselves to create designs that are not only visually appealing but also efficient and effective in achieving the desired goals. Competent, reliable, and committed to delivering exceptional results.

Experience

Senior Graphic Designer – Strategy to Execution Agency**,** Qatar Oct 2025 – Nov 2026

- Delivered creative design solutions for a major Qatari government client, ensuring consistency with established brand guidelines.
- Designed and adapted branding materials for campaigns, events, brochures, reports, forms, and social media.
- Created social media designs for international companies and institutions, maintaining brand consistency.
- Prepared design assets for animation, collaborating with motion designers to support production.
- Developed creative concepts and moodboards for client pitches, branding projects, and events.
- Designed brand identities and event branding concepts, ensuring a cohesive visual direction across platforms.

Senior Graphic Designer – Just us and Otto Marketing Services**,** Qatar Dec 2023 – Oct 2025

- Utilized advanced graphic design skills and industry-standard software (Photoshop, Illustrator, InDesign) to create visually impactful branding materials for a diverse range of events and Advertising campaigns.

- Collaborated closely with clients, event planners, and marketing teams to understand their vision, objectives, and brand guidelines, translating them into captivating visual designs that aligned with the event's theme and target audience.

- Developed screen content for live event presentations, maintaining visual consistency and enhancing audience experience

- Contributed to the development of event branding and visual identity for high-profile clients, such as Weill Cornell and a leading development bank in Qatar, including the creation of the branding for the prestigious Events ROWAD 2023, ROWAD X Arab SMEs 2024 and Demo Day that I have directed the creation of all print materials for the event, including stage elements, paper materials, signage, banners and backdrops.

- Developed visually captivating design visuals and promotional materials both digital and print for the international event, AEMOB Autonomous E-Mobility Forum.

Graphic Designer – Tenchologya Digital Marketing Agency, Sudan Jun 2022 – Jul 2023

- Assisted in the design and development of branding materials for clients, including logos, business cards, and stationery.

- Collaborated with other designers to create graphics for print and digital materials, including brochures, flyers and social media posts.
- Participated in brainstorming sessions to generate ideas for new design concepts and marketing campaigns.
- Conducted research to ensure designs were aligned with client's brand and industry standards.
- Maintained organized files and project documentation to ensure efficient workflow and easy access to digital assets.
- Contributed to the design and maintenance of the company Behance, including updating projects.

Junior Graphic Designer – Yellow Advertising Agency, Sudan Dec 2021 – Mar 2022

- Created graphics for print and digital materials, including brochures, flyers and social media posts.
- Understood projects requirements and concepts and got constructive feedbacks form other fellow designer.
- Collaborated with the marketing the department on some projects and learned a lot about marketing and social media management.

Freelance Strategic Brand Designer Since 2019

- Worked on creating complete brand identities strategically for various clients from different fields in Sudan, USA, UAE and other countries.

Education

Bachelor of Science in Graphic Technology Art
Future University – Khartoum, Sudan

Workshop and Courses

The Fundamentals of Digital Marketing – Google Jul 2023
Online Workshop on Digital Illustration Jan 2022
by Cachetejack curated by the Embassy of Spain, Sudan
Change Makers workshop and Exhibition May – Jul 2021

Skills

- Proficient in Adobe Creative Suite (Photoshop, Illustrator and InDesign).
- Strong understanding of design principles such as color theory, typography, and composition.
- Experience developing graphics for print and social media.
- Excellent communication and collaboration skills to work effectively with clients and team members.
- Experience in creating logos, branding materials and designs for the web.
- Strong attention to detail and ability to maintain brand consistency.

Languages

Arabic (Native) – **English** (Fluent) – **German** (Intermediate)