HESH ELSOKARY

Senior Graphic Designer

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OBJECTIVE

I'm a highly skilled Senior Graphic Designer with a passion for performance-driven creative solutions, seeking to leverage expertise in visual communication, brand development, and project management to contribute to dynamic teams and drive impactful design initiatives.

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Premiere Pro

Figma

Wordpress Development

Brand Identity

Typography

Color Theory

Creative Direction

Social Media

Graphic Design

Video Production

Motion Graphics

Web Design

Video Editing

Advertising Campaigns

WORK EXPERIENCE

Senior Digital Designer

Meetup

May 2019 - current │ New York, NY

- Ensured consistent brand integrity across all channels, resulting in enhanced brand recognition and loyalty.
- Worked with content creation team to storyboard, shoot, and edit video assets for new year campaigns which improved ad performance by 15%
- Lead and developed branding identity for each Meetup Live event helping the group grow to over 215,000 members in 2 years.
- Redesigned onboarding flow which led to a 21% increase in scheduled events, 27% boost in RSVPs, and 23% rise in the average number of RSVPs per event.
- Revamped marketing landing pages, achieving a 24% surge in customer conversion rates.
- Designed and developed category specific pages to increase SEO ranking to 1st page google rank

Senior Digital Designer

Getty Images

December 2021 - September 2022 │ New York, NY

- Created graphic design standards for motion graphic assets, which improved brand consistency and helped speed up production on over 15 episodes.
- Designed original graphics for social and email marketing collateral that improved webinar series attendance by 19%
- Designed compelling presentation decks to help webinar presenters articulate their message and feel more confident in front of the camera.
- Integrated music, voiceover and sound effects to enhance video content
- Collaborated with Copywriters to design display, and social ads which helped increase subscription rates by 10%

Senior Digital Designer

UCLA Anderson

January 2017 - May 2019 │ Los Angeles, CA

- Collaborated with copywriters and a team of 3 designers to rebrand the entire UCLA website which led to a left of 15% more grad program registrations.
- Designed brochures to help programs raise donations