SAMUEL SAFWAN

Who I Am

I am a senior designer focused on crafting compelling digital experiences and cohesive brand identities. My goal is to help your business thrive by combining creative storytelling with user-centered design.

- **Agency-Tested Expertise:** 9 years of experience working in fast-paced agency environments.
- **Academic Background:** A Bachelor's degree in Applied Arts.
- **Technical Proficiency:** Certified in Adobe Photoshop, Illustrator, and InDesign.
- **UI/UX Specialist:** Formally trained in Figma to create seamless digital products.

Figma	6 Years	95%	
Adobe Illustrator	12 Years	90%	
Adobe Photoshop	12 Years	90%	
Adobe After Effects	12 Years	70%	

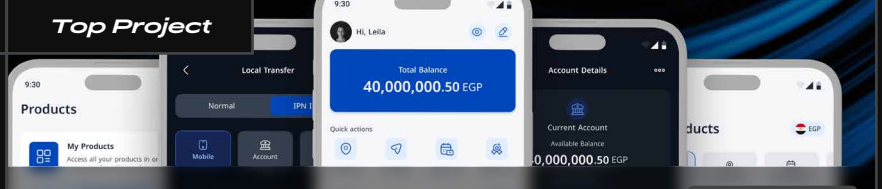
Latest Jobs

Suez Canal Bank
Suez Canal Bank
Senior Product Designer

2025 - Now

- **UI Design**
- UX Research
- UX Writing
- Usability Testing

Top Project



SCB Retail App UI Design

Full Project Coming Soon

Nerva
Nerva Consulting
Senior UI/UX & Graphic Designer

2024 - 2025

- **UI/UX**
- Social Media
- Printings
- Motion Graphics

Top Project

Nerva Website UI Design

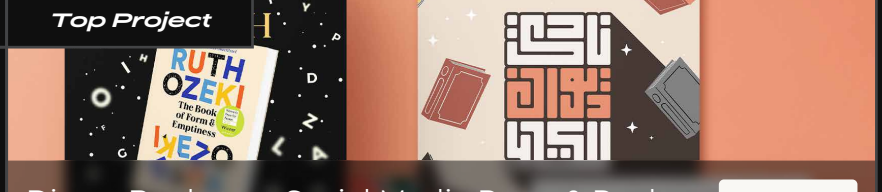
Full Project Coming Soon

Diwan
Diwan Bookstore
Senior Graphic Designer

2021 - 24

- **Social Media**
- Printings
- Motion Graphics
- Photography

Top Project



Diwan Bookstore Social Media Posts & Reels

See Full Project

nasnav

NasNav
Art Director

2020 - 21

- **UI/UX**
- Social Media
- Printings
- Motion Graphics

Top Project

RA Sport E-Commerce Website UI Design

See Full Project

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doodle

Doodle Adv.
Senior Graphic Designer

2019 - 20

- **Branding**
- UI/UX
- Advertising
- Social Media

Top Project

Doodle Adv. Rebranding

See Full Project

Adwork
Graphic Design Intern

2016 - 16

- **Packaging**
- Branding
- Advertising
- Social Media

Top Project

Egyptian Ministry of Supply Sugar Packaging

See Full Project

Freelance
Senior UI/UX & Graphic Designer

2014 - Now

- **UI/UX**
- Branding
- Advertising
- Printings

Top Project

Baguette Financial Platform UX Case Study

See Full Project

Show all 8 experiences

Top Education

2024 - 25

Coursera
Google

Google

Google UX Design Professional Certificate
- 6 Months Online Career Certificate.
- 7 Courses Series.

See Certificates

2015 - 20

Helwan University
Faculty of Applied Arts

جامعة حلوان HELWAN UNIVERSITY
قسم الإعلان Advertising Department

Bachelor's of Applied Arts Advertising Department
- 5 Years Bachelor's Degree
- Grade: Very Good

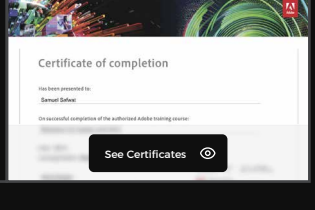
See Certificates

2014 - 14

Russian Culture Center
Cairo Computer Dept.

RUSSIAN CULTURE CENTER
COMPUTER STUDIES DEPT.

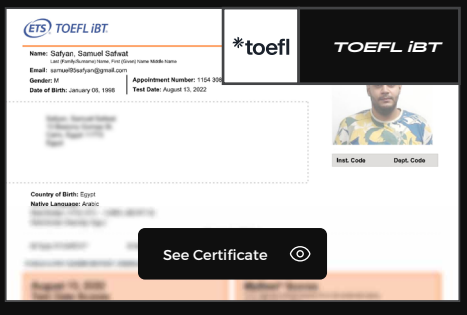
Graphics Diploma
- 6 Months On Site Diploma in:
  - Artwork & Design
  - Adobe Photoshop
  - Adobe InDesign
  - Adobe Flash Catalyst
  - Color Theory
  - Adobe Illustrator
  - Adobe AfterEffects
  - Adobe Acrobat



See Certificates

Show all 6 educations

My Certificates



Other Than Design

Writing

2020 - 24

I write novels as a hobby. The first one, ***Dejavu***, was published in 2020, and the second one, ***An Expired Life***, was published in 2023.

Goodreads Profile

Claquette

2017 - 23

Claquette initially began as a blog where I shared my thoughts and reviews on movies, TV series, and books. In 2021, I expanded it into a YouTube show with the same concept. While it's not very active now, it was an interesting project that I enjoyed working on.

Visit Blog

Youtube Channel

Let's Work Together

If you have any project in mind, feel free to contact me and let's create amazing designs together.

samuel@95samuel.com

Thanks for your time :)