

Ayoub Barkat

Senior Graphic Designer | Social Media & Advertising Design Specialist

Languages: Arabic, English, French

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Doha, Qatar (**Algerian**)

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[LinkedIn](#)

[Portfolio](#)

Summary

Creative and detail-oriented Senior Graphic Designer with 7+ years of experience specializing in social media and advertising design for leading regional and international brands. Skilled in developing engaging campaigns, digital assets, and marketing visuals that drive audience engagement and brand recognition. Experienced in collaborating with cross-functional teams to deliver consistent, high-quality designs across print, digital, and event platforms. Proven ability to manage multiple projects under tight deadlines while maintaining strong visual storytelling and brand alignment. Fluent in Arabic, English, and French.

Work Experience

Senior Graphic Designer

04/2025 - Present

[M&M Marketing Agency](#) | Doha, Qatar

- Designed social media campaigns and advertising materials for leading clients including Al Meera, Bateel, Blackout, Marrybrown, Beyond Sports, and Al Nasr Driving Academy.
- Leading Led the brand identity development for Al Mana Leasing, creating consistent design systems and marketing assets across platforms.
- Produced a wide range of digital and print deliverables including promotional banners, event branding, and marketing collateral.
- Collaborated with marketing and content teams to deliver creative solutions aligned with campaign goals, while managing multiple fast-paced projects simultaneously.

Graphic Designer

07/2023 - 04/2025

[Fennec Flix](#) | Algiers, Algeria

- Collaborate with clients to understand their needs and objectives
- Produce high-quality designs for a variety of print and digital media
- Revise and refine designs based on client feedback
- Manage multiple projects and deadlines effectively
- Led the development of multi-platform visual content, including social media graphics, video thumbnails, promotional banners, and brand assets.
- Collaborated directly with marketing and content teams to create cohesive visual campaigns.
- Produced assets for social media, contributing to a growth in audience engagement.
- Applied latest design trends and tools to deliver modern, brand-aligned content.

Freelance Graphic Designer

10/2021 - 07/2023

[Upwork](#) | Remote

- Delivered branding and visual content for clients across retail, publishing, food & beverage, and education sectors.
- Designed complete brand identity for [Hayah Market](#), including logo, packaging, and Stationary Design.
- Produced a wide range of deliverables: brochures, catalogs, flayers, posters, social media kits, and presentations
- Maintained 5-star ratings on freelance platforms with 60+ completed projects.

Graphic Designer & Social Media Manager

07/2020 - 10/2021

[Ktoobz BookStore](#) | Blida, Algeria

- Designed digital and print materials to promote books and reading culture, including themed campaigns.
- Increased online engagement through weekly content creation and strategic post scheduling.
- Developed consistent branding across all marketing platforms, including Instagram and Facebook.
- Drove Ktoobz BookStore's visual marketing efforts by creating impactful promotional materials.
- Applied expertise in graphic design and social media management to produce a steady stream of promotional content and themed campaigns.

- Created comprehensive marketing materials for events, presentations, and advertising.
- Developed packaging concepts and finalized print-ready files for mass production.
- Supported web and digital content through banners, emails, and social media assets.
- Collaborated with sales and product teams to align visual strategy with business goals.

Core Skills

Design Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Lightroom, Adobe Premiere Pro, Adobe After Effects, Adobe Creative Suite, Social Media Platforms, Microsoft Office Suite, Google Workspace.

Design & Creative Skills: Logo Design, Branding, Visual Identity, Print Design, Flyers, Brochures, Magazines, Catalogs, Business Card, Content Creation, Packaging Design, Social Media Graphics, Layout Design, Video Editing, Brand Materials, Brand Guidelines, Storytelling, Advertising, Typography.

Professional Skills: Project Management, Client Communication, Time Management, Teamwork, Creative Concept Development, Creative Thinking, Accuracy, Detail-Oriented, Attention to Detail, Multitasking, Design Thinking, Collaboration Skills, Quality Control, Brand Positioning, Product Design, Creative Design, Ability to Work Independently, Meeting Deadlines.

Technical Skills: Social Media Management, Web and Mobile Design, Photography, Video Editing, Asset Design, Print-Ready File Preparation, Digital Marketing, Social Media Content Creation, Videography, Photography, Visual Design, Digital Design, Email Marketing.

Education

University of Lounici Ali - Blida 02	09/2018 - 07/2021
Master's Degree Accounting and in-depth taxation	
University of Lounici Ali - Blida 02	09/2015 - 07/2018
Bachelor's Degree Finance and Accounting	

Languages

Arabic (Native), English (Fluent), French (Advanced)

Awards

2nd Place Worldwide in IPMA Young Crew Competition (GeCCo)	03/2024
International Project Management Association	
With hard work, dedication, and an unwavering spirit, our team, We "Team Unity" overcome every obstacle to secure the 2nd position in the GeCCo IPMA Young Crew 2024 competition.	

Certificates

Brand Management: Strategies for a Strong Brand	01/2024
Coursera Institute	

Interests

Chess, Swimming, Football, Travel