



YOUSSEF OUAYAKHAF

GRAPHIC AND WEB DESIGNER

717-813-4205

yo001@LVC.EDU

LEBANON, PA

SKILLS

Adobe Creative Suite
Responsive Design
Branding & Marketing
UI/UX Design
Wireframing & Prototyping
Human-Centered Design
WordPress
Teamwork
Leadership
Time management
Bilingual

COURSES

Advanced Web Design
Corporate Branding
E-Business Strategy
E-Commerce
Graphic Design
Info Law & Ethics
Info-Tech Management
Entrepreneurship
Business Organization
Communications
Programming
Database
Usability Design & Testing

EDUCATION

BACHELORS OF SCIENCE IN DIGITAL COMMUNICATIONS

Lebanon Valley College, Annville, PA

GPA: 3.14

Design Concentration

Anticipated May 2020

INVOLVEMENT

INNOVATIVE CHALLENGE

America 250PA

Sep 2019 - Oct 2019

- Discussed ways to market Pennsylvania's uniqueness with its history, diversity, many cultures, four seasons, and aesthetic nature.
- Incorporated our idea to interest and involve people of PA and others through physical mail, including a digital section.
- Drew a prototype of the physical mail piece to engage our appointed audience and explained how it combines with the digital form through a VR scanner.

APP PROGRAMMER/ DESIGNER

QuickER App

Aug 2018 - May 2019

- Developed a prototype to test the usability of the app
- Programmed/ designed part of the app using HTML5, CSS3, JavaScript, and JQuery
- Illustrated posters to spread awareness of the app

EXPERIENCE

SOCIAL MEDIA AND MARKETING

A&M PIZZA

Sep 2019 - Present

- Creating content on Facebook and Instagram
- Improved content interaction with nearly 300 additional customers
- Communicated to potential customers through strategic copy content and various posts

BRANDING AND MARKETING

Iron Valley United Youth Soccer

Jan 2019 - May 2019

- Provided analysis, solutions, and general marketing strategies
- Generated Google Ad words and successfully increased website clicks by 42.5%
- Resolved website clutter by reducing the amounts of clicks for users to find information on WordPress