



YOUSSEF OUAYAKHAF

GRAPHIC AND WEB DESIGNER

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LEBANON, PA

As a senior at Lebanon Valley College, my obsession with art, colors, typography, and its composition has remarkably grown over the years. The world is full of opportunities to design compelling artwork that can influence many people's behavior and thinking. In retrospect, my understanding of how the world works gives me the tools to continuously advance in graphic design. My involvement so far in this specific field has enabled me to develop excellent communication and design skills (skills that match the position of the job I am going for) essential to join your team of excellent branding and marketing.

As a marketing and social media promoter for a local business called A&M Pizza, I had the opportunity to generate interactions and influence the behavior of my community. In my experience, I was able to create restaurant promotions and marketing materials to boost sales and increase customer satisfaction. My past research and practice have demonstrated that I must understand interactions and how consumers would personally benefit. By connecting with consumers on a personal level, I know their response when posed with a stimulus from images, videos, and text enhances their interaction with a product or service. Working for A&M Pizza furthers my experience with this reaction system, which has taught me how to create advertisements to excite my appointed audience.

The process of designing logos, posters, and other digital media has become second nature for me. Throughout my projects, I am always incorporating my design skills to help others achieve their goals and satisfy their needs. In my involvement at Lebanon Valley College, my team created an app called QuickER that helped people get into the emergency rooms faster. Being able to help others drove my passion for effectively designing and advertising the project. I plan to continue incorporating my love to help others as I move into the next chapter of my life. Thank you for your time, and I would appreciate the opportunity to be considered for this position. I would love to hear from you. Located above is my contact information.

Best,

Youssef Ouayakhaf