

ABDELMADJID HOCINE

Senior Graphic & Motion Designer

+974 6651 6762 // abdelmadjid.hoc@gmail.com // www.linkedin.com/in/abdemadjidhoc // Doha, Qatar

SUMMARY

Innovative and results-driven Senior Graphic & Motion Designer with over 5 years of experience in graphic design, 3D modeling, and motion graphics. Adept at leveraging design to enhance brand visibility and drive business growth. Proven track record in increasing revenue and engagement through strategic design and marketing initiatives. Proficient in Adobe Creative Suite, Figma, Blender, and other industry-standard software. Experienced in collaborating with cross-functional teams to deliver high-impact creative solutions. Seeking to contribute my expertise to a dynamic organization in a Senior Graphic Design, Motion Design, or 3D Design role.

WORK EXPERIENCE

Graphic Designer & Social Media Officer

June 2023 - Present

Al Siddiqi Holding, Doha, Qatar.

- Collaborate closely with the Operations Department to formulate and execute tailored design and marketing strategies for social media initiatives.
- Manage the social media presence for multiple restaurant brands, optimizing brand visibility and engagement through innovative design solutions.
- Develop and maintain all visual assets, including promotional materials, social media posts, and print collateral, ensuring consistent branding across all platforms.

Lead Graphic & Motion Designer

December 2022 - March 2023

Drakkapp, Algiers, Algeria.

- Led the graphic and motion design efforts for Drakkapp Tech and Drakkapp School, producing high-impact visual content for social media and digital platforms.
- Designed and executed print materials, including brochures and business cards, to support marketing initiatives and enhance brand identity.
- Successfully increased student enrollment at Drakkapp School by 50% through targeted social media posts, videos on the main website, and print materials, significantly contributing to the organization's growth.

3D Modeling & Motion Graphics Designer

August 2022 - December 2022

Meteor Dash, Algiers, Algeria.

- Managed the design needs of various high-profile clients, delivering static and motion graphics that effectively communicated brand messages across social media.
- Created print collateral for clients, including menus, business cards, and catalogs, ensuring high-quality and visually appealing materials.
- Spearheaded 3D projects that resulted in a 20% increase in revenue for the company, showcasing a strong ability to deliver commercially successful designs.

VOLUNTEERING

Graphic Designer

August 2017 - December 2019

Scientific Club Errazi, Tiaret, Algeria.

- Designed social media content and provided print support for various club events, including the creation of ID cards, flyers, and banners.
 - Worked closely with club members to ensure all visual materials were aligned with the organization's goals and branding.
-

SKILLS

Graphic & Motion Design:

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Figma, and Blender. Experienced in creating high-impact visual content for social media, digital platforms, and print media.

3D Modeling & Animation:

- Expertise in 3D modeling, rendering, and animation using Blender. Skilled in visual effects, products animation, and motion capture, with a strong focus on producing engaging 3D content.

Social Media & Content Creation:

- Skilled in developing and executing social media strategies, content creation, and video production that enhance brand visibility and engagement across platforms.

Team Collaboration:

- Effective at cross-functional teamwork, project management, and client communication. Able to lead and collaborate with diverse teams to deliver creative solutions that meet business goals.

Problem-Solving & Innovation:

- Strong creative problem-solving abilities with a keen aesthetic sensibility. Capable of developing innovative design solutions that resonate with target audiences.
-

LANGUAGES

- Arabic: Native
 - French: Fluent (Speaking, Reading, Writing)
 - English: Professional (Speaking, Reading, Writing)
 - Spanish: Limited Working Proficiency
-

PORTFOLIO AND SOCIALS

You can find my latest work using this QR code link.

