

MO ELKHALLOUFI

SR. VISUAL DESIGNER | 415.370.2920 | elkhalloufi-portfolio.com | linkedin.com/in/melkhalloufi

A creative and innovative designer with extensive experience in multimedia, motion graphics, digital design, branding, web marketing, advertising, infographics and product marketing. A forward-thinking producer who contributes to the ongoing success of a company and can deliver top-level work that meets strategic goals.

EXPERIENCE:

Noname API Cybersecurity: Palo Alto, SR. GRAPHIC DESIGNER/ MANAGER 12/21-5/22 (laid off)

- Developed and delivered compelling concepts and on-brand design solutions for a range of marketing channels, including print, web, presentations and social media which drove social interaction and engagements.
- Collaborated with product marketing to concept and craft interactive experiences that engaged website visitors.
- Created motion graphics, animated infographics, product animations and videos for tradeshow and websites using Adobe After Effects and Premiere.
- Designed world-class tradeshow booths for Cybertech, Gartner, API France, Black Hat, RSA, HIMSS, Infosec and XCION
- Concepted prototypes and storyboards, screen-flow diagrams, wireframes and mock-ups to effectively communicate interaction and design ideas on Noname Security website for both mobile and desktop using Figma.

TriNet: Dublin, SR. GRAPHIC DESIGNER 9/09-3/20 (laid off)

- Worked on digital campaigns from conception to launch that increased sales thru marketing campaigns that generated demand.
- Created and managed tradeshow graphics for CES, WORLDZ, CODE and SXSW in New York, Los Angeles and San Francisco among top shows and supported events team with marketing collateral, promotions and giveaways.
- Implemented and improved the use of PowerPoint templates for the executive team and up to 3000 employees and provided product market and sales groups with assistance in creating, formatting and refining PowerPoint presentations for sales conferences and tradeshow.

Lonely Planet: Oakland, SR. DESIGNER 7/08-8/09 (temp)

- Designed travel books and guides sold at bookstores such as Barnes and Nobles and Amazon.
- Collaborated with writers, photographers and project managers worldwide.
- Supported website design to incorporate print books and guides online.

Broadcom: San Francisco, SR. DESIGNER 11/07-7/08 (temp)

- Maintained Broadcom's visual identity and brand guidelines across print and digital platforms.
- Ensured brand consistency and standards in look, feel and execution of print collateral and digital media.
- Analyzed project needs, provided recommendations and timelines to project managers.

Gap: San Francisco, GRAPHIC DESIGNER 8/06-1/07 (temp)

- Designed graphic patterns for OLD NAVY t-shirts as well store POP and POS signs.

Franklin Templeton Investments: San Mateo, GRAPHIC DESIGNER 11/05-7/06 (temp)

- Created Financial infographic charts, as well as investor collateral and investor guide books.

Ubisoft Entertainment: San Francisco, GRAPHIC DESIGNER 10/03-10/05 (temp)

- Created quality marketing assets for online and offline uses, including 2D/3D static assets, and motion graphics.
- Worked with the creative director to produce and design video game packaging such as CSI, Prince of Persia as well as Chessmaster. Created original art, logos and tradeshow booth graphics for E3. Developed game logos. POS and POP stands for display at Walmart and Gamestop.

SOFTWARE:

Adobe Illustrator, Photoshop, InDesign, Acrobat Pro, Dreamweaver, Premiere, After Effects, Figma, HTML5, MS Office, SFDC, Asana, Wrike.