

Laila Eghtai

Graphic Designer

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Portfolio: lailaehtai20.wixsite.com/lailas-portfolio

Home: Dubai, UAE

Professional Summary

Highly motivated and creative Graphic Designer with 3+ years of experience in both print and digital design, including advertisements, billboards, magazines, packaging, and social media content. Proficient in Adobe Creative Suite, especially Photoshop, Illustrator, and InDesign. Known for delivering clean and impactful visual solutions aligned with brand identity.

WORK EXPERIENCE

Graphic Designer

05/2024 – 07/2025

Al Aseel dairy products – Groeningen, Netherlands

- Developed innovative design concepts, including logo and print-ready packaging designs, to enhance brand recognition and boost customer engagement.
- Created engaging designs for digital and print media, including flyers, brochures, and banners, resulting in a 15% increase in print material engagement.
- Partnered with marketing team to develop branding strategies aligned with the company's vision.

Graphic Designer

09/2023 – 05/2024

Amsterdam&Partners – Amsterdam, Netherlands

- Designed 2 editorial pages each month for the "Uit in Amsterdam" magazine, created monthly online banners, and designed several advertisements that appeared in the magazine, helping to attract readers and promote various events.
- Created billboards for the "Amsterdam verruimt je blik" campaign (Amsterdam, renew your view).
- Produced posters and social media advertisements for a range of events happening in Amsterdam and created the Amsterdam Area Guide 2024.
- Implemented designs for the Amsterdam store, including In-store digital screen content, advertising boards, banners, and store visuals.
- Collaborated closely with cross-functional teams to deliver cohesive and high-quality print and digital materials.

Graphic Design Intern

05/2022 – 01/2023

Xavier Clinics – Amsterdam, Netherlands

- Created engaging visual content that aligns with the clinic's branding on social media platforms, resulting in a 10% increase in satisfaction rate.
- Enhanced visual appeal by retouching client photos and utilizing design tools.
- Adapted designs according to customer feedback while ensuring deadlines are met without compromising quality control standards.
- Ensured consistency in marketing by monitoring social media messages in advertising, product development, and brand management.
- Utilized Adobe Creative Suite to design marketing materials, developing skills in Photoshop, Illustrator, and Canva.

Sales Executive

09/2021 – 04/2022

H&M Clothing Store – Amsterdam, Netherlands

- Exceeded sales goals by an average of 30% through strategic upselling and cross-selling techniques.
- Maintained accurate and attractive merchandise displays, ensuring strategic placement of products in order to maximize purchases.

- Maintained high levels of cleanliness and organization throughout the reception area to create a welcoming atmosphere for guests.
- Managed cash register operations, ensuring accurate transactions and efficient checkout processes.

EDUCATION

Mediacollege Amsterdam – Amsterdam, Netherlands

Allround Mediamaker MBO level 3: Design

09/2021 – 07/2024

10/2017 – 01/2019

Arab International University – Damascus, Syria

Fine Arts: Graphic Design

COURSES

Vrije University – Amsterdam, Netherlands

Dutch Course B2

02/2020 – 01/2021

06/2016 – 07/2016

Computer Technical Institute – Damascus, Syria

MS Office

SKILLS

- | | |
|---|-----------------------------|
| • Adobe Illustrator, Photoshop, InDesign | • MS Office |
| • WordPress, Wix (website building platforms) | • Multitasking |
| • Basic photo editing and retouching | • Creativity and innovation |
| • Print production and packaging design | • Time Management |
| • Infographics creation | • Independent worker |

LANGUAGES

Arabic | Native

English | Fluent

Dutch | Fluent

ADDITIONAL INFO

Nationality: Dutch

LinkedIn: [linkedin.com/in/laila-echtai](https://www.linkedin.com/in/laila-echtai)