

Malak Ashraf

4th year Applied Arts Student
Designer Intern Applicant

CONTACT

- Cairo, Egypt
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DESIGN SKILLS

- Branding & visual identity
- Event / booth concepts
- Moodboards & research
- Poster and campaign layout
- Typography and composition
- Presentation boards
- Model making / materials

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- AutoCAD
- SketchUp / 3D
- Canva / Figma
- PowerPoint boards

PROFILE

4th year Applied Arts student interested in branding, event concepts, production design, and visual communication. I enjoy turning research and sketches into clear visual experiences through moodboards, layouts, material direction, and presentation boards. Seeking a summer internship to learn agency workflow, brainstorming, and real project execution.

- Brand Experience
- Production Design
- Booth Concepts
- Visual Identity
- Campaign Layout
- Moodboards

EDUCATION

Bachelor of Applied Arts - 4th Year

Faculty Interior Design/ BUE (British University in Egypt) | Expected Graduation: 2027
Relevant: visual communication, branding, advertising design, exhibition/interior design, technical drawing.

SELECTED PROJECTS

Brand Activation / Booth Concept

UNIVERSITY PROJECT - 2026

Created a visitor-focused brand experience with moodboard, layout, color palette, material direction

Retail / Exhibition Design Board

APPLIED ARTS PROJECT

Designed a small branded space using sketches, technical drawing basics, 3D visualization, lighting ideas, and material

Campaign Poster Series

VISUAL COMMUNICATION

Developed a visual campaign with consistent typography, hierarchy, image treatment, and print/social media layout

EXPERIENCE / ACTIVITIES

- Prepared posters, design boards, mockups, and visual presentations for academic and personal projects.
- Worked with feedback cycles: research, sketching, revision, final layout, and presentation. Supported university/event work where design details, materials, and deadlines mattered.