



Ala Tabba

graphic designer. storyteller.
creative human.

CONTACT

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alatabba.com

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 alatabba  @alatabba

LANGUAGES

English - native fluency

Arabic - mother language

Dutch - basic/ conversational (A2)

SKILLS/ SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

Adobe Premiere Pro

Audacity

EDUCATION

Master's Degree in Comparative Arts and Media Studies

Vrije Universiteit Amsterdam

2014 – 2015

Bachelor's Degree in Visual Arts and Design

University of Jordan

2005 – 2009

About me

I'm Ala (she/her) and I am a Dutch/Jordanian graphic designer based in Amsterdam. I am a passionate and motivated graphic designer/ visual communicator with 14 years of experience in the creative sector. I have a BA in Graphic Design and an MA in Comparative Arts and Media Studies. I translate abstract thoughts and concepts into tangible visuals that tell stories.

I'm constantly striving to improve my techniques, expand my skill-set and find new opportunities to grow. My skills include working with the Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro and Adobe XD). I am fluent in Arabic and English, with basic/ conversational Dutch (A2).

You can find my portfolio with a selection of my favorite work at alatabba.com.

EXPERIENCE

> Graphic Designer at IDEXX

Oct 2018 - Present

I'm an in-house multimedia and graphic designer working on art direction, creative concepting and design implementation for IDEXX campaigns through the campaigns different touch points, from print and digital needs, designing and mocking-up newsletters and landing pages, designing ads for online and print, product brochures and detailers, to any other graphic design or visual communication needs.

Highlights:

- **Nov 2020 – present:** Joined the international creative production team working on designs for the global organization. Worked on creative direction and implementation of four global campaigns in 2021.

- **Jul 2019 – Dec 2020:** Leading the global rebranding/ visual identity project across 19 countries.

Project objective: having a unified visual identity expressed across all IDEXX countries and media. Plan the transition of existing marketing material to the global visual branding in 2020, to achieve consistent application and global alignment of the guidelines to cement IDEXX's position as a market leader.

By December 2020, the design team completed 98% of the total material into the global visual branding.

- IDEXX Wellness Committee Volunteer

- Chairwoman of the committee, Nov 2020 – present

- Active member/ graphic design support, Nov 2018 – present

- Committee objective: Ensure NL IDEXX employees have optimal physical and mental well-being.

- Role: Create a yearly activity event calendars and budget plan with the support of the committee members. Manage and coordinate the bi-yearly Wellness Weeks that encourage employees to partake in different activities.

> Graphic Designer at Trouw Nutrition

Apr 2016 – Oct 2018

Hired by Trouw Nutrition to transform the Selko brand image, I was responsible for re-designing and re-branding Selko's entire visual identity. This included designing the main visuals for Selko's five-focus programs and seven-focus products, as well as updated the brand guidelines.

Highlights:

- During my time at Trouw Nutrition, I also worked on creative direction and design implementation of sales and marketing campaigns and the different work related to the campaigns. This includes, but is not limited to: brochures, leaflets, advertisement templates, high-fidelity landing pages, web and app mock-ups, and trial-related infographics.

- Designed all internal-communication needs, such as newsletters, invitations, posters and print-material for all company events.

- Was an active member of HR's "Expert Panel" as the communication expert. The panel collaborates on how to make the work environment more fun and transparent.

My responsibly includes designing campaigns and communication material that highlights the incentives the company offers its employees.

> Project Officer at MasterArt

Nov 2015 – Mar 2016

While doing my Masters, I was hired by MasterArt to manage their art directory – a web and print directory that lists the leading art dealers and sellers globally in their respective field. In that role I was liaising between MasterArt's directory clients (320 clients) and the company's creative team. I also ensured that the clients' updated their information, that the art-collection was implemented by the creative team and obtaining the final approval from the clients.

> Designer/ Project Manager at EventTree

Oct 2013 – Feb 2015

In this role, I was responsible for creating and implementing all in-house designs, including identity re-branding, website design, and visuals for both the online and offline events and campaigns. I also developed customized and memorable entertainment experiences for individuals and businesses around events, from weddings and corporate dinners, to galas and openings. This involved developing creative event concepts and themes as per the client's request and planning the events accordingly.

> Co-Founder/ Senior Graphic Designer at Innova

Feb 2011 – Jun 2014

Co-founded a creative and advertising agency. In this role I was leading the studio's business development and growth by creating business and financial plans, meeting and pitching for clients, as well as attending business related workshops. The creative role was a creative direction and implementation role, from developing creative solutions and concepts per client needs to implementing and designing them for multiple platforms and media,

References are available on request.

Why should you hire me?

I strongly believe that creativity is not limited to artistic expression. This has led me to use art and design methodology to address any of the business challenges that I've faced in my career. Whenever a project or a campaign falls in my hands, I feel the responsibility to own that project. It's my role as a creative designer to seek out my team to collaborate and share my thoughts, views, ideas and curiosity with them. This sense of accountability is always pushing me beyond the boundaries of my comfort zone. If you hire me, I will do my utmost to perform to these standards and expectations and hopefully realize my full potential.

Interested? Contact me.

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ACHIEVEMENTS

UX Foundation Training

June 2018

VU Fellowship Programme

2014 – 2015

Empretec Entrepreneurial Workshop

issued by the UNRWA

March 2012

Fusion Art Exchange Program

at Rhode Island School of

Design

July – September 2007

HOBBIES

- **Storytelling:** took a 3-day storytelling course in Dec 2021
- **Music:** playing the piano and song writing
- **Reading:** exploring different genres, but recently been hooked on magic realism and fantasy
- **Foodie:** love to try and cook different cuisines
- **Traveling** and exploring new cultures