

# HESH ELSOKARY

## Senior Visual Designer

✉️ [helsokary397@gmail.com](mailto:helsokary397@gmail.com)

☎️ (516) 428-2627

📍 New York, NY

🌐 [Hesh Elsokary](https://itshesh.com)

🌐 <https://itshesh.com>

## OBJECTIVE

I'm a highly skilled designer with a passion for performance-driven creative solutions, seeking to leverage expertise in visual communication, brand development, and project management to contribute to dynamic teams and drive impactful design initiatives.

## SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Premiere Pro

Figma

Brand Identity

Typography

Color Theory

Creative Direction

Social Media

Graphic Design

Video Production

Motion Graphics

Web Design

Video Editing

AI Creative System

## WORK EXPERIENCE

### Senior Visual Designer

#### Apple (Information Security)

Feb 2024 - Current | New York, NY

- Partner with creative directors and designers to define and translate strategies into effective visual communications
- Develop design systems and brand identities within information security ecosystem
- Redesigned information security website to align with Apple's design standards, enhancing visual appeal and user experience
- Storyboarded and animated content for impactful visual storytelling
- Developed logos for internal security tools, fostering brand consistency

### Lead Visual Graphic Designer

#### IPG Health

September 2024 - September 2025 | New York, NY

- Maintained quality control throughout campaign executions
- Approving proofs and ensuring conceptual execution
- Lead the artistic vision and execution of innovative creative concepts
- Mentored Junior designers to help develop skills and execute effectively

### Senior Visual Designer

#### Meetup

May 2019 - Feb 2024 | New York, NY

- Ensured consistent brand integrity across all channels, resulting in enhanced brand recognition and loyalty.
- Collaborated with content creation team to storyboard, shoot, and edit video assets for new year campaigns which improved ad performance by 15%
- Lead and developed branding identity for Meetup Live events, helping the group grow to over 215,000 members in 2 years.
- Redesigned onboarding flow which led to a 21% increase in scheduled events, 27% boost in RSVPs, and 23% rise in the average number of RSVPs per event.

### Senior Visual Designer

#### Getty Images

December 2021 - September 2022 | New York, NY

- Created graphic design standards for motion graphic assets, which improved brand consistency
- Designed original graphics for social and email marketing collateral that improved webinar series attendance by 19%
- Designed compelling presentation decks to help webinar presenters articulate their message