



# Samiha Sherra

Creative Associate at MAYKA

📍 Egypt

[Portfolio link](#)

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## Languages

Arabic

English

## About

A Product Designer: Bags and Accessories graduate at London College of Fashion. Seeking a challenge, is self-motivated, and adaptable. Skilled in both practical design pattern making skills and digital media with a strong interest in delivering accessories and Bag design proposals in industry project work through professional CAD drawings.

### BRANDS WORKED WITH

- MAYKA
- AISPI
- RAFIKZAKIDESIGNS
- Veurst
- Jude Benhalim
- Wimbledon Art Studios
- University of the Arts London
- Lead Marketing Solutions
- Azza Fahmy Jewellery
- Citizen of the World Society community service
- Shershall Factory for Buttons and Garment Accessories

## Experience



### ● Creative Associate

MAYKA | Nov 2023 - Now

- Assisting the lead designer or art director with the production and design of creative projects
- Assists with the creation and production of engaging visual content
- Develop comprehensive tech packs containing all necessary production information



### ● Design and Content Creator

AISPI | Oct 2023 - Nov 2023



### ● Communication and Design

RAFIKZAKIDESIGNS | Apr 2022 - Nov 2022



### ● Design & Social Media Marketing

Veurst | Feb 2022 - Feb 2023

- Creating visual content
- Designing digital graphics
- Analyzing social media data and adjusting strategies as needed



### ● Graphic Designer and Public Relation

Jude Benhalim | Nov 2020 - Dec 2020

- Graphic designer
- Marketing
- Public relations



### ● Ambassador

Wimbledon Art Studios | Oct 2019 - Feb 2020

- Maintaining a welcoming and friendly atmosphere throughout the show.
- Curating and Building up the exhibition
- Dealing with any queries or questions about Wimbledon Art Fair.
- Providing information about Wimbledon Art Fair and the artists taking part in the show.



### ● Student ambassador

University of the Arts London | Sep 2019 - Mar 2020

Communicating and welcoming new comers, managing and building up events

- **Client Management and 2D Designer**

Lead Marketing Solutions | Jun 2019 - Aug 2019

Perform research to identify potential clients

Create presentations to inform potential clients about their company's products or services

Use a combination of drawing and computer drafting skills to create plans, brochures, logos and other products.

Using CAD programs to present ideas on mood boards



- **Course Representative**

University of the Arts London | Sep 2018 - Jul 2021

Seek-out students' views and represent them at meetings

Work in partnership with student union to improve the course

Allow change and improvements and resolve issued related to the course which may arise.



- **Designer intern**

Azza Fahmy Jewellery | Jul 2017 - Aug 2017

Hands on experience with metal etching

Practical skills with tools and machinery

- **Head Of Media**

Citizen of the World Society community service | Sep 2016 - Jun 2017

(focus on community outreach and care, Manage and supervise a team in day to day media management while also leading the process of strategic media planning/execution and serving as a resource for the team) supervise club activities and assist other club members in their tasks

- **Sales Employee**

Shershall Factory for Buttons and Garment Accessories | Jun 2016 - Sep 2016

Worker, Sales and communications representative

## Education & Training

2018 - 2021 ● **London College of Fashion, University of the Arts London**  
Bachelor of Arts - BA,

2017 - 2018 ● **University of the Arts London**  
FDA,

2003 - 2017 ● **Hayah International Academy**  
International bacculaureate,