

Yasmina Khorma

www.yasminakhorma.com

USA Citizen

yasmina.khorma@gmail.com • [linkedin.com/in/yasmina-khorma](https://www.linkedin.com/in/yasmina-khorma) • +962 (7) 9608-0064 • +1 818 659 562

SKILLS

- **Software:** Adobe CC | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Fresco | Procreate | ZBrush
- **Design:** Illustration | UI/UX | Branding Guidelines | Typography | Color Theory | Layout | Composition | Art Direction | Mockups
- **Leadership:** Project Management | Creative Solutions | Marketing Strategy
- **Languages:** English | Arabic

DESIGN & ILLUSTRATION EXPERIENCE

Assistant Art Director – Wunderman Thompson – Amman, Jordan | Dec 2021 – Present

- Developed marketing strategies, branding and campaigns for **F500 Clients such as Toyota, Lexus, Yamaha, IKEA, Red Bull, Unilever.**
- Managed over 10 medium to large-scale projects independently for regional initiatives.
- Produced over 30 marketing campaigns consisting of digital advertisements, branding, visuals for events, and activations.
- Collaborated with 4 cross-functional stakeholders across multiple countries to review and act on campaigns.
- Storyboarded multiple TVCs and assisted art direction on set for 4 TVCs including Nabil Foods 2021 TVC.

Awards

- **Dubai Lynx Bronze Award** in Media – Category: Breakthrough on a Budget – Hidden Gyms for Gymkuma | 2022
- **One Show Shortlist** – Categories: Experiential, Immersive, Events and Out of Home – Hidden Gyms for Gymkuma | 2022
- **Two Caples Bronze Awards** – Hidden Gyms for Gymkuma: Radical New Strategy & GIG's Staincyclopedia: Direct | 2022

Creative Illustrator – Wunderman Thompson – Amman, Jordan | Sep 2019 – Dec 2021

- Headed multiple concepts and storyboards, namely Toyota's "10 Million Landcruiser Units Sold" commercial for Japan, reaching over 500K views worldwide.
- Pitched a 360 campaign for Uber's company - Careem (design and strategy).
- **Created branding development for clients such as Toyota, Lexus and Yamaha.**
- Conceptualized 6 race car designs for Red Bull's annual Soap Box Race.

Creative Design Intern – J. Walter Thompson – Amman, Jordan | Jun – Aug 2019

- Balanced over 20 projects with tight deadlines.
- Developed storyboards for 2 commercials and created mockups for digital, social, and print.
- Designed visuals and conceptualized advertising campaigns for 2 new business pitches.

Graphic Design Intern – Hygeina – Camarillo, CA, USA | Jun – Aug 2018

- Increased traffic to weekly articles by over 30% by designing and producing over 15 email campaigns using Mailchimp.
- Grew impressions for webpages on two new technologies by over 10% by creating dedicated web banners on Adobe Illustrator.
- Facilitated outreach to the Spanish-speaking community by redesigning Hygeina's Product Catalogue on Adobe InDesign.

EDUCATION

Ringling College of Art and Design – Sarasota, FL, USA

Bachelor of Fine Arts in Illustration, Minor in Business of Art and Design with **honors** | May 2019

- GOLD and SILVER ADDY Award JB Cross Platform Campaign ADDY – The Wurst Movement for Film | 2018 – 2019
- NSAC District Level Student SILVER ADDY - The Wurst Movement for Film, Video & Sound | 2018 – 2019

Studio Arts College International – Florence, Italy

Bachelor of Fine Arts Semester Foreign Exchange | Jan – Apr 2018