

# Abdallah Salem

Graphic Designer & Web Developer

[abdallahsalem.com](http://abdallahsalem.com)

+968 79354530

[asalem@abdallahsalem.com](mailto:asalem@abdallahsalem.com)

## Summary

Passionate Graphic Designer & Web developer with a strong eye for branding, typography, and modern visual storytelling. Skilled in creating logos, brand identities, and digital designs that communicate ideas clearly and attractively. Experienced in Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD) and Figma, with additional web design skills that support responsive, interactive layouts. Known for creativity, adaptability, and attention to detail, with a commitment to delivering consistent and professional results across all design projects.

## Experience

### Freelance Graphic Designer & Web Designer

2022–Present | Remote

Designed logos, brand guidelines, posters, and visual identities for small businesses and individuals.

- Created modern, cohesive branding systems with powerful typography and creative layouts.
- Collaborated with clients remotely to translate brand goals into visually compelling designs.

### Founder & Lead Designer — PointsMaster Web Application

2024–2025 | Muscat, Oman

- Designed the branding, logo, and complete UI/UX for a school motivation system called **PointsMaster**.
- Developed the platform's visual identity including color palette, typography, and layout system.
- Ensured the interface aligned with UX best practices and visual accessibility.
- Received positive feedback from educators and officials for creativity and presentation quality.

### Personal Design Projects

2020–Present | Remote

- Created conceptual logos, brand mockups, and social media visuals to practice and refine design skills.
- Explored typography, color combinations, and composition to build creative versatility.

## Education

### High School Certificate — Oman

2024–2025

Graduated with 98.5% average, ranked among the top students in the governorate.

### Oman Government Scholarship Awardee

2025–Present

Awarded a fully funded scholarship for academic excellence. Preparing to study **Software Engineering**, with focus on design technology and digital systems.

## Skills

Logo Design – Branding –  
Typography – Visual Identity  
UI/UX Concepts – Posters –  
Basic web applications –  
Frontend development

## Soft Skills

Problem Solving – Adaptability –  
Leadership – Teamwork –  
Creativity – Time Management

## Languages

- Arabic: Native
- English: Intermediate