Jannah Karim Seifeldin

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EDUCATION

The German University in Cairo **October 2019 - July 2024**
Bachelor of Applied Sciences and Arts

Global Paradigm International School **September 2019**
American High School Diploma

KEY COMPETENCIES

Brand Management
Digital Marketing
Market Research
Project Management
Visual Communication and Design
Organizational skills

PROFESSIONAL EXPERIENCE

noon **June 2026 - Present**
Product Designer 2

After being promoted to Product Designer 2, I became the lead designer for a new comprehensive seller mobile app owned by my squad, bringing multiple seller modules into one unified experience. I created its design system and developed custom Claude design skills to support and scale the design process, with all experiences designed directly by me or generated through the design skills I built.

noon **Jan 2025 - June 2026**
Product Designer

As a Product Designer in noon's Supply Chain team, I work within the DirectShip squad as the main designer for the DirectShip mobile app and the DirectShip experience within Seller Lab. I collaborate closely with a cross-functional team of 2 Product Managers, 3 Frontend Engineers, and 3 Backend Engineers to design and deliver end-to-end product experiences.

Funfetti **Sept 2024 - Nov 2024**
Graphic Designer

As a Graphic Designer at Funfetti, I design all creative visuals and materials for various events and surprise occasions. My role involves crafting cohesive and eye-catching graphics that enhance the overall experience and make each event truly memorable.

Gemma Azzurro Jewelry Egypt **Jan 2022 - Jul 2024**
PR Specialist and Graphic Designer

Recognized for my impactful results, I was promoted to be in charge of all the design, marketing and PR departments. In this role, I led our brand's strategic vision, managed cross-functional teams, and crafted compelling marketing campaigns. I also played a hands-on role in day-to-day activities, including market research and packaging design, fostering a collaborative and innovative team culture.

Gemma Azzurro Jewelry Egypt **August 2020 - October 2021**
Marketing and Branding Internship

Took the reins on developing and executing impactful marketing campaigns, delving deep into market research, and orchestrating effective PR strategies for the brand. Beyond these responsibilities, I also poured my creative energy into revamping and rebranding our packaging, ensuring it not only caught the eye but also stayed true to our brand's essence and identity.

EDUCATION & CERTIFICATIONS

EXTRACURRICULAR ACTIVITIES

Language

English: Fluent
Arabic: Native
Spanish: Good
German: Beginnner

Softwares

Adobe Photoshop: Advanced
Adobe Indesign: Advanced
Adobe Illustrator: Advanced
Adobe Premier Pro: Intermediate
Microsoft Excel: Intermediate

JCIMUN

Junior Cairo Model United Nations

Claude Design: Advanced
Figma: Advanced