



OSAMA ALAMIDI

GRAPHICS DESIGNER

SAN FRANCISCO BAY AREA

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ALAMIDIDESIGN.COM



SKILLS

Design & Branding

Brand Identity Systems, Brand Guidelines, Campaign Development, Marketing Collateral, Wayfinding Systems

Software

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects), Figma, Blender, Spline

Digital & Web

UI/UX Design, Wireframing, Prototyping, Basic HTML/CSS

Additional

Illustration, Photography, 3D Design, Motion Graphics

WORK

San Lorenzo Unified School District

June 2023 – Present

Lead Graphics Designer

- Developed a new branding system and established new branding guidelines for the District and its subsidiary brands.
- Led a full brand overhaul across print and digital touchpoints.
- Designed and launched multi-channel enrollment campaigns (print, digital, social) to support district growth initiatives.
- Redesigned, digitized, and optimized old District paper forms.

San Mateo County Transit District

April 2022 – October 2022

Asst. Graphics Specialist & Photographer

- Designed promotional and customer-facing touchpoint materials including brochures, bus/train timetables, onboard signage, route maps.
- Created illustrations for marketing use (print and digital).
- Maintained brand compliance across three organizations: SamTrans, Caltrain, and San Mateo County Transit District.
- Prepared production-ready files for print vendors, ensuring technical accuracy and adherence to specifications.

Rockford Park District

February 2019 – February 2022

Graphic Designer & Photographer

- Collaborated with marketing and program teams to develop print and digital campaign materials.
- Designed brochures, invitations, signage, apparel, maps, and wayfinding systems.
- Produced digital assets for social media posts and the website.
- Developed branding systems for seasonal events and multi-department initiatives.
- Photographed different sporting events, youth programs, seasonal events, staff portraits, facilities and community events.

EDUCATION

Google UX Design Professional Certificate

2026

Northern Illinois University

2018

Bachelor of Arts in Visual Communication

Highland Community College

2015

Associate of Fine Arts in Graphic Design