

Ali Sedaif

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Portfolio: alisedaif.com

OBJECTIVE

Final-year Graphic Design student specializing in research-driven visual identity rooted in Bahraini cultural heritage, currently developing a graduation project that reimagines the visual identity of Manama Souq. Seeking a focused design internship or project-based role where I can contribute immediately to strategic, story-driven design grounded in local culture.

WORK EXPERIENCE

Marketing, Design and Operations Lead

Summer 2026

Alsadiq Transport Group, Bahrain

- Led branding, marketing and digital systems across the group's three companies (Alsadiq Transport, Go Easy and Jawlah), reporting directly to the Chairman.
- Designed and built Bahrain City Bus, a monthly subscription booking platform for worker transport, with customer registration, a booking calendar, an office review desk and a driver view. Later moved its back end from Google Sheets to Cloudflare D1.
- Built a coach booking system for Khaleeji 27 match trips from Bahrain to Jeddah, with live seat locking.
- Designed the Arabic Instagram campaign for the group's first overland coach route from Bahrain to Jordan.
- Wrote the brand and launch strategy for Jawlah, a local tourism brand, backed by competitor and market research and a 23 slide presentation for management.
- Designed the data model and a bilingual dispatch prototype for a new fleet management system.

EDUCATION

Bachelor of Arts in Graphic Design

Expected February 2027

Yarmouk University — Irbid, Jordan

GPA: 2.94 / 4.0 (Good)

Graduation Project: *Visual Identity for Manama Souq*

LEADERSHIP & VOLUNTEER EXPERIENCE

Founder

Bahrain Alkhair Volunteer Association

Under the patronage of the Bahraini Embassy and Cultural Attaché in Jordan

Founded and directed a volunteer association serving the Bahraini student community in Jordan, coordinating directly with embassy and Cultural Attaché officials. Initiated and led programs for orphanages, elderly-care centers, and cultural enrichment trips for students.

Representative of Bahraini Students

Yarmouk University

Served as the official liaison between the Bahraini student community, university administration, and the Bahraini Cultural Attaché. Organized events, addressed student concerns, and represented the community at diplomatic and official functions.

SKILLS

Technical: Photoshop (Intermediate), InDesign, Illustrator, Premiere Pro (Basic), After Effects (Basic)

Digital Systems: Cloudflare Workers and D1, Google Apps Script, Google Sheets

Professional: Research-driven design, Visual storytelling, Concept development, Brand strategy, Cultural and local identity, Communicating with diplomatic and institutional stakeholders, Cross-cultural communication, Event organization, Adaptability under pressure

LANGUAGES

Arabic: Native • **English:** Fluent (reading, comprehension, speaking; intermediate writing)

AWARDS & RECOGNITION

Letter of Appreciation

President of Yarmouk University

Recognized for outstanding contribution to student leadership and community service.