Esraa Wahid

Digital Artist | Visual & Social Media Specialist | Character Designer

Contact

Location	Tripoli, Libya
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Professional Summary

Digital artist and visual designer with experience in social media design, visual identity, character design and digital illustration. Previously worked as a Visual & Social Media Specialist with Libyan Spider and Plutu, with experience in freelance design, teaching, and AI-assisted visual and motion design.

Professional Experience

Visual & Social Media Specialist — Libyan Spider

October 2024 – October 2026

- Social media design, campaigns, covers, visual concepts and brand consistency.

Visual & Social Media Specialist — Plutu

October 2024 – October 2026

- Social media design and brand development.

Social Media Graphic Designer — Silk Media

2023 – 2024

- Social media design, visual identity design and print design.

Social Media Graphic Designer — Wing

2021 – 2023

- Social media design, visual identity design and print design.

Freelance Graphic Designer

2019 – Present

- Print design, illustration, visual identity design and social media design.
- Ongoing freelance design collaboration with Alwafaa Mobile since 2022.

Art & Fashion Design Instructor

2017 – Present

- Engineering drawing, fashion drawing, freehand drawing and sewing fundamentals.

Selected Projects

Konooz Tarikh Libya — Interactive Museum Game

National Museum of Libya | Libyan Spider

- Contributed to an interactive museum experience featuring digitally documented artifacts, 3D content and educational information.
- Developed the interaction flow and storyboard for an interactive touchscreen game.
- Designed the game interface, screens, graphics and original illustrations.
- Prepared the animation script and visual motion direction, using AI-assisted workflows to support visual development.

Fashion Illustrator — Ghayn Gallery

2023

- Translated the fashion designer's concepts into fashion illustrations for a winter collection before production.

Kharbashti Drawing Magazine — Graduation Project

2017 – 2018

- Developed an educational drawing magazine from scratch, from content and drawing fundamentals to design, illustration and print production.

Education

Fashion Design

Higher Institute for Science and Technology / Alshmoukh

2014 – 2018

Courses & Certifications

Introduction to User Experience Principles and Processes

University of Michigan · Coursera · Certificate issued September 17, 2026

Domestika

Digital Fantasy Portraits with Photoshop · 2023

Digital Illustration: Create Manga Characters · 2023

Specialization in Graphic Design and Visual Communication · In progress

Professional Skills

Visual Design • Social Media Design • Digital Illustration • Character Design
Character Development • Visual Identity • Concept Development • Visual Storytelling
Visual Direction • Arabic Typography • Fashion Illustration • Story & Reel Design
AI-Assisted Visuals • AI-Assisted Motion Design

Software

Adobe Photoshop • Adobe Illustrator • Figma • Adobe XD • CorelDRAW • MediBang Paint
SketchBook • ibisPaint X • Microsoft Word • PowerPoint