

SAMERSAAB

Sr Art Director

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<https://www.behance.net/samersaab>

PROFIL

Multidisciplinary creative, with 10 years agency experience as an art director, and an extended lifelong experience in interactive user interface design

Cross-platform artist with eye for aesthetics, a high sensitivity to photography and lighting.

Capable of handling pressure and tight deadlines while assisting other colleagues. Versatile, always on the lookout for trends and new technologies.

EXPERIENCE

SPIRIT-ME

Beirut 2014- 2017

Sr Art Director UI

spirit-me.com

Clients:

- BoConcept • Moulinex • Candia • Cosmaline • Batco
- Lavajet • Ahli Bank • Jamil Saab Holding • Azar Gems
- Keep Propreties • Al Mandaloun Group • Mobilitop
- The Dailystar • NEWOUNSA • FNB • Rotana Hotels
- Le Royal Hotel • CMAC

Pitches: • Mercedes M class • Downtown Beirut • Gandour • UNDP • BBAC • National Bank Fujairah • Moneygram`

IB2 - Division of BBDO

Beirut 2010 - 2013

Art Director

impactbbdo.com

Clients:

- Regilait • Scholl • BankMed • MedGulf • Deek Duke • Vivacell
- O Beach Jordan • T. Gargour & Fils • SGBL • Sama Beirut
- The Dailystar

Pitches: • Grand Stores • Moneygram • Piaf boutique
• Tatem • Summerland

LEO BURNETT

Dubai 2006 - 2009

Jr Art Director

leoburnettmena.com

Clients:

- General Motors • Samsung • Kellogg's • Tide • Grohe
- Head&Shoulders • Dubai TV • Business Bay • ENDP
- Dubai Propreties Group

SKILLS

• Creative advertising, art direction, mood boards and targeted campaigns. Brief analysis, brainstorming and strategy planning.

• Intuitive User Interface Design, front-end web-design, mobile applications, responsive and adaptive. Developer briefing, budget assessments.

• Graphic design: Print, pre-press, visual identity, branding, typography, packaging, POS, direct mailers, 3d stands.

• Advanced use of the Adobe Creative Suite CC, Photoshop, Illustrator, InDesign, Premiere pro, Lightroom and Flash

• Advanced experience in photography, video editing, lighting setup studio or outdoors. Advanced retouching, compositing and color correction.

• FLASH animations, Gif art.

• Fluent in French, English and Arabic

EDUCATION

2005 - 2003

Académie Libanaise des Beaux-Arts (ALBA)

Specialized Masters in Art Direction

2003 - 2000:

Académie Libanaise des Beaux-Arts (ALBA)

BA Multimedia Interactive Design

INTERESTS

- Gardening • Scuba Diving • Biking • Trekking
- Interior Design • Industrial Design • New Technologies