

WORK EXPERIENCE



LAMA RAMADAN
Creative Designer

ABOUT ME

Captivated by Graphic Design and experienced in print and web design I am motivated, creative, and versatile. Interested in advertising, editorial design and illustration, I seek a fulfilling result in my projects. Have a correct interpersonal relation with team members and coworkers. Accomplished at the desires of the client with a proper design solution.

Art Director **Publicis Groupe**

December 2017 - October 2018

Determine how best to represent a concept visually. Determine which photographs, art, or other design elements to use. Develop the overall look or style of a publication, an advertising campaign, or a theater, television, or film set. Supervise design staff. Review and approve designs, artwork, photography, and graphics developed by other staff members. Talk to clients to develop an artistic approach and style. Coordinate activities with other artistic and creative departments. Develop detailed budgets and timelines.

Senior Graphic Designer **J. Walter Thompson**

February 2017 – November 2017

Oversee all design projects, from conception to delivery. Design original pieces, including illustrations and infographics. Review junior designers' work to ensure high quality. Refine images, fonts and layouts using graphic design software. Apply typography techniques. Generate ideas to portray concepts and advertise products/services. Increase user friendliness in digital products. Maintain brand consistency throughout all our marketing projects. Stay up-to-date with industry developments and tools

Founder of BRAND & Beirut

July 2015 – Present

A Graphic Design and Branding Boutique based in Beirut, Offering numerous branding services such as Corporate identities, website designs, marketing campaigns and social media.

www.brandand.me

Marketing Consultant **Scali Beirut**

August 2014 – Present | Ashrafieh, Sursock street

Responsible for Implementing marketing initiatives, campaigns and strategies to promote products and brandname to potential customers. Initiating new marketing procedures to sell products at optimal capacity. Analyzing various marketing tools, service and channels for initiating successful product marketing. Organizing public events to represent the gallery in exhibitions, at road shows and market leaders, on the Internet and media.

Regional Graphic Designer **Obagi Medical Products**

October 2012 – Present | Beirut, Lebanon

Preparing final layout by marking and pasting up finished copy and art. Ensuring operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; evaluating new equipment.

Production Designer **Leo Burnett**

July 2011 – May 2012 Beirut, Lebanon

Responsible for working with Senior Designers to design and produce high quality artwork materials. Preparing and finalising artwork materials for production including updating and finalizing text, overall quality control review, managing the process with the printer and internal project owner, as well as archiving materials and bringing quotations.

EDUCATION

LAU- Lebanese American University
Bachelor of Science Degree in Graphic Design
2007-2011 Beirut, Lebanon

College Louise Wegmann
Literature
1992-2007 Beirut, Lebanon

MY SKILLS

MS Office



Adobe Illustrator



Adobe Photoshop



Adobe InDesign



Adobe After Effects



Toon Boom



Autocad



3D S Max



LANGUAGES



ENGLISH



FRENCH



ARABIC

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