



Darinne Darwich
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Objective: A multi-talented visual communications professional with +10 years of in-depth experience in coordinating graphic, interior and web design projects for varied line of businesses, as well as core competencies in delivering corporate identity, branding, and package designs, seeking a challenging position in exhibition, events or advertising industry in the capacity of senior art director with a dynamic organization to utilize acquired experience, visual intelligence and industry savvy to enhance organizational prosperity.

Brands Worked for:

Nike, Hurley, Converse, Dynamic Hospitality (Bennigans, Tike, Lapostariera, earthfruitsyogurt), Speaking Roses (Jumaira UAE Dubai), Sukar cafe and catering (JLT Dubai), Dubai Trade, DPI, Panasonic, Philips, Pizza Hut, Burger King, Burj Al Hamam Restaurant, Al arz Al loubnani, Marmum Dairy Products, Ajman Oasis, Vita Force, CPK, Gourmet Gulf, Morelli's Icecream, Campbell soup, Unilever (Algida Ice Cream Guinness World Record Of Nationalities eating Ice cream at the same time event)

Core Competencies:

- Conceptual Thinking, Retail, Branding
- Interested in mixing between disciplines in order to reach quality design and innovation.
- Research interests in Natural and Sustainable design. 10 years of extensive experience in Interior Designing & Graphic Designing
- Proven expertise in Art Directing, Graphic Design, Interior Design, Light Design, Web design, Publication Design, Drawing, Illustration, Typography, Calligraphy, Studio Photography, Photojournalism, Printmaking, Residential Design, Commercial Design, Exhibition Design, Visual and Spatial Branding.
- Worked with all kind of corporates, businesses and individuals; creating printed, online and onscreen identities.
- Well versed in 3D Max, Autocad, Adobe Photoshop, Illustrator, In Design, Premier, Aftereffects
- International Exposure: Visited various exhibitions like Salone Internazionale del Mobile, Triennale, Poldi Pezzoli, Centre Pompidou, Louvre, Musée d'Orsay, National Museum of Modern Art at the Centre Pompidou, Musée d'Art Moderne de la Ville de Paris, Bauhaus Archives – Museum of Design, Vasa Warship Museum, Thiel Art Gallery
- Worked for at SPD: for Historical Building in Milan, Italy (Quartiere Feltre), Feltrinelli Bookstore, Stone Island

Education:

Master in Interior Design
Universita Telematica Di Roma
Scuola politecnica di Design
Milan, Italy
Candidate 2011

PMP Project management
Zabeel institute
Dubai, UAE

Bachelor of Science,
Visual Communication,
American University of Sharjah,
School of Architecture and Design,
Sharjah, UAE,
Candidate 2007

Almawakeb School,
Dubai, UAE
Candidate 2003

Virtual Skills:

- Conceptual thinking
- Management
- Team player & Solo designer
- Smart professional appearance
- Flexible and adaptable with a "can do" attitude
- Ability to work under pressure to meet objectives and deadlines
- Willingness to take/share responsibility or ownership of tasks and issues not strictly within normal job scope or field of work
- Willingness to share knowledge in order to assist and mentor colleagues to develop and enhance their skills
- Professional communications skills.

Technical skills:

Mac and Pc software
3d MAX, Autocad
Adobe Photoshop, Illustrator,
In Design, Animate, Premiere
Basic Knowledge in HTML, DHTML CSS, JAVA
Intermediate visual studio.

Languages:

English: Bilingual proficiency
Arabic: Bilingual proficiency
French: Intermediate
Italian: Basic

Work experience:

2019 - 2017 Design manager at Nike (GMG GROUP), / Dubai, UAE

- Designed Dubai Fitness Championship Event in Dubai (3d / space planing / drafting and Artworks)
- Nike hijab support
- Nike Dubai store opening. (The largest Nike store in the world.)

2015 Senior graphic designer at Nike (GMG GROUP), / Dubai, UAE

- Creative head/Design team leader
- Delegating tasks/planing
- Designing events and retail spaces for Nike, Jordan, Converse, and Hurley as per brand guidelines.
- Maintaining global guidelines and direction.
- Interior designing as per brand guidelines.
- Launching the 4th Jordan store in the world.
- Launching Converse stores In GCC
- 3D rendering/drafting/creating artworks
- Design Consumer Journey
- Local sport teams alhilal/Alain jersey kit design & campaigns.
- Attention to detail
- Coordinating with contractors and quality check for pop premium quality.
- Align with the marketing, product presentation and brand communications teams for a premium 360 brand experience.
- We Run Dubai Retail space (Team ideation and cyrculation, drafting, 3d and artworks)
- Nike HSBC Golf event in Abu Dhabi (concept, drafting, 3d and artworks)

2014 Creative Director at Brandstorm, / Dubai, UAE

- Monitored ATL and BTL activities including designing and implementing BTL campaigns, designing and arranging promotions, coordinating a range of branding activities
- Exhibitions (Gulf food)
- Handling major client's below the line campaigns from the concept to the final artwork
- Clients: Unilever, Campbell, California Gardens, Axiom
- Brand positioning and brand identity initiatives, and helping to create marketing concepts with strong conversion potential

2015 - 2012 Interior Design and Visual Communications at dD-creative
(Self Employed)

- Clients: Actress Gada Abdelrazek, Sukar, Hattab, Dynamic Hospitality Campaigns (Bennigan's, La Postreria, Tike, EarthFruits Yogurt)
- Managing different corporate identities with branding consistency
- Going through the whole process of interior design from the Branding and Concept to drafting to FFE to Photoshop and until the Final 3D and client presentation. Couple of projects (Sukar & Hatab restaurants JLT Dubai cluster Q)
- Managing different corporate identities with branding consistency
- Coordination with consultants & contractor for shop drawings

2014 - 2013 Interior Designer at
RG Concept / Dubai, UAE

- Going through the whole process of interior design from the Branding and Concept, to drafting, to FFE to Photoshop and until the Final 3D and client presentation.
- Coordination with consultants & contractor for shop drawings

2011 Interior and Graphic Designer at
Sergio Calatroni Artroom / Milan, Italy

Handled interior and graphic design projects from the concept to the final artwork.
(Commercial, Retail, Shop Window, Furniture Design, Identity, etc.)
Collaborating with fellow designers. On-site experience

2011 - 2007 Graphic Designer at Inpress Hakuhodo / Dubai, UAE

- Monitored ATL and BTL activities including designing and implementing ATL and BTL campaigns, designing and arranging promotions, coordinating a range of branding activities like developing logos, to build brand identity.
- Deftly handled diverse projects varying from magazine design to identity, brochures, kid's books, illustrations, advertisements, greeting cards, rollup banners, mascots characters, menus etc..
- Conferred with copy writing, and production department as well as junior designers and finalizers to discuss program requirements, presentation concepts and to coordinate creative activities.
- Worked across client portfolio of products to identify, convey and show synergy in delivery of advertisements, flyers, cover pages, banners, posters, menus and logos for several clients' corporates, businesses and individuals across diverse sectors.
- Designed major events including GITEX, CIMA, etc.

2006 Memac Ogilvy / Intern Graphic Designer / Lebanon