

PROFESSIONAL EXPERIENCE

PERSONAL INFORMATION

- Name: Maher Al Ashi
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2018 - 2019 Present

MCloud

During my experience with Mcloud, I got the chance to learn and give back to my team in return. I was able to refine my skills on UI/UX design for different devices (Website, App, Smart TV, Apple TV etc...), while at the same time creating animated videos for advertising and promotional purposes. Moreover, working on visual presentations for the board members & guiding them through my work on the platform.

2017 - 2018 Present

Izzat Daouk

Senior Graphic Designer / Photographer

- Prepared all sales pages, layouts, presentations, fixture graphics, and sales books for all accounts
- Created over 10 product bound catalogs based on each category for sales reps.
- Produced all in store display artwork using die lines for PDQ trays and cardboard pallet displays supplied by each packaging printer and created small mock up samples as needed.
- Responsible for all accounts ecommerce photography following each accounts guidelines.
- Maintained the website content and print advertising and initiated promotional and e-mail campaigns.
- Developed the overall concept for an advertising campaign, budget, and timeline.
- Developed online marketing campaigns, effectively increasing followers by +1,400 and driving brand awareness.

2012 - 2017

Eastwood International School/ Mansourieh.

Senior Graphic Designer / Photographer

- Working from a brief with a copywriter, generating ideas to present to the school staff and shareholders
- Working on designs to produce an effective advertising campaign for school programs through creating online ads.
- Commissioning specialists, such as teachers and visual and performing arts teachers, to work on projects.
- working within a budget.
- Editing the final results for presentation to teachers and students.
- Updating the school's official website and social media accounts.
- Working closely with teachers on delivering monthly newsletter, invitations, classroom events, learners' short films, and so on.
- Working closely with students to assist them in their projects.
- Providing workshops for learners through giving high schoolers a short course on Photoshop and Illustrator.
- Documenting and videotaping of classroom learning, graduation, field trips, school plays, seasonal school events, special gatherings, and celebrations.

2007 - 2012

.PSLAB

Senior Graphic Designer / Photographer

- Responsible for generating creative and innovative graphic artwork to present the publications and promotional materials of the organization.
- Provide creative ideas and input from the initial stage to the final production stage.
- Handle the tasks of providing support and undertaking creative photographic project as required.
- Support graphic designers in areas of desktop publishing and cost-effective methods of graphic designing.
- Coordinate with graphic design supervisor to evaluate the requirement of software and hardware requirement.
- Generate detail specifications for printing and other related works.

2000 - 2007

Maliks Marketing Department

Graphic Designer

Lead designer for a creative shop with local, national, and international clients. Responsible for design, production, creative direction, and project management, in addition to maintaining solid client relationships. Manage all hiring for Generation and supervise other designers. Develop diverse catalog of design for clients, including: print advertisements, ski graphics, packaging, posters, identities, stationary, websites, 2d movies, booklets, brochures, catalogs, post cards, retail displays, tradeshow graphics, and marketing collateral.

Training sessions

- prepared a manual for new employees working on the IBM System (services, machines and how to use them and customers services tips).
- Held a training session for new employees for working on Photoshop and illustrator & in design supported with a manual.

EDUCATION

Lebanese American University (LAU) Bachelor of Fine Arts in Graphic Design (2001).

SKILLS

