

*haus of
sparrow*
A VISUAL DESIGN COLLECTIVE





Dear Messrs and Mesdames;

To introduce myself succinctly, I decided to pursue a career in graphic design out of an immense infatuation with words, pictures and illustrations, and all the possible ways they can be combined to communicate an idea, thought or emotion. My initial passion to pursue an education in either English literature or Fashion Design was eclipsed by a love for all things design after a foundation year in Art. Paula Scher, Andy Warhol, Milton Glaser and David Carson replaced former heroes like Shakespeare, William Blake and Edgar Allan Poe or Yves Saint Laurent and Yohji Yamamoto, to name but a few of the masters...

From a beautifully-crafted greeting card through to a perfectly stitched book. Or an engaging website. A colorful illustration. An original package. A beautiful photograph with mind-boggling typography. A mobile application with flawless, seamless UX and UI. Graffiti on a rundown street wall. Or even an enthralling magazine with a grid so perfect it could almost overshadow the content. Trying to understand the dialect of this “new” world and create my own became a career path taken without a morsel of regret.

Born of American - Lebanese parents in the U.S.A., I grew up and completed most of my education across the U.S.A, France and Lebanon. I thank my parents for the exposure to quite a cross-culture experience at an early age. The repetitive adaptation process(es) helped make a less introverted and more engagingly expansive person out of me, something I am very grateful for.

When I graduated, I was passionate about learning as much as possible through working, both independently and within design teams. After several years of professional experience, this zeal to learn has only grown tenfold. Developing thorough cross-discipline creative capability was and is my utmost career goal. Quite clearly reflected through my diverse working experience choices across the years. And through self-initiated projects, design workshops and software classes.

After more than ten years working experience, I still believe “design can save the world after rock and roll”, as David Carson once said. Design can shock, amuse, inform, entertain, educate. The possibilities are endless. Also, socially responsible design can make a difference; I strive to work in this direction with every project, big or small, pro-bono or lucrative.


I hope to be able to teach later on in my career, probably in design or art or maybe even UX design, something I am passionate about. Learn and pass on the knowledge, a noble goal I hope to achieve.

After working in Paris, France and Kuwait as a freelancer at the start of my career, I happily worked in Washington, DC and NYC from 2013 through to 2016. In the course of these three years, I had the chance to work with various companies both freelance and full-time on a multitude of projects ranging from web, interactive, app and mobile design through to digital presentations, conceptual packaging and large scale hotel and food and beverage branding, marketing and digital campaigns.

A wild design ride across the globe. I am currently working remotely for DC, NYC and Beirut from Beirut, Lebanon and building my freelance business steadily with a roster of varied clients.

I am applying to your company primarily because I love what I do; I strive to give the best possible with every new design job at hand. The “learning process” never ends, something I consider a challenge and quite an opportunity to evolve. I’m quite happy to say “I don’t know” something, but sure would like to learn “how.”

The challenge keeps me interested in what I do every day.

Sincerely, 

Monica G. Karam / January 2019

**MONICA G. KARAM**

Design // Visual + UI-UX, Brand Management
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 monicagkk@gmail.com

DC
 NYC
 L.A.
 LONDON
 PARIS
 BEIRUT

WORK EXPERIENCE

July 2002 - Present	Founded: HausofSparrow DC / NYC / BEIRUT	Visual Design + Print, Web, Mobile, Interactive Freelance Graphic Designer/ Visual+UX Design	<ul style="list-style-type: none"> • Art direction, design and brand research/strategy for a diverse portfolio of brands across sectors, ranging from government and private sector work through to education, fashion and hospitality clients
May 2015 - Present	Jwalk 419 Park Ave South New York, NY – 10016 USA	Visual Design + Print, Web, Mobile, Interactive Freelance Graphic Designer/ Visual+UX Design	<ul style="list-style-type: none"> • Art direction, design and brand research/strategy for fashion, beauty, hospitality and spirits sectors
November 2013 - January 2016	&pizza 229 1/2 Pennsylvania Avenue, SE Suite 206, 3rd Floor Washington, DC 20003 USA	Print, Web, Mobile, Interactive, Environmental Graphics, Apparel+Packaging Design Senior Art Director/ Associate Creative Director	<ul style="list-style-type: none"> • Creation, design and implementation of the visual identity, brand guidelines and style guide to be applied to all the brand's products, across their stores including production work and implementation on-site • Design and development of different design and marketing strategies for: product promotions, restaurant collateral, indoor and outdoor signage, event design, mobile apps, website design, apparel design and social media platforms
August 2013 - October 2013	The National Geographic Society 1125 17th Street NW, Washington, DC 20036 USA	Packaging Design Freelance Packaging Designer	<ul style="list-style-type: none"> • Creation and design of a new packaging branding style guide to be applied to all the brand's products, both local and international lines, across all forms of packaging • Brand implementation and the development of different packaging models using various molds and packaging structures to test the consistency of the branding guideline(s)
June 2013 - September 2013	RTC, A Wunderman Network Agency 1055 Thomas Jefferson Street NW, Washington, DC 20007 USA	Web/Mobile Design, UI/UX Design Freelance Graphic Designer	<ul style="list-style-type: none"> • Creation of wireframes, design architecture & templates for websites, mobile websites and applications for several large pharmaceutical companies' product lines
February 2012 - June 2013	Plan-A Creative Agency Clemenceau, Hamra, Beirut, Lebanon	Branding, Print, TV/ Animation, Videography, 3D mapping Senior Graphic Designer	<ul style="list-style-type: none"> • Art direction and design research/strategy • Creation of TV program packaging including logos, animation graphics & footage • Creation, review and finalization of all print jobs

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October 2011 - February 2012	Esmod Beirut (Esmod Paris branch) International Fashion School Ain Mreisseh, Beirut, Lebanon	Brand Design + Courses Freelance Graphic Designer/ Visual+UX Design	<i>Fashion Design / Pattern Drafting Courses</i>
February 2010 - August 2011	Paperview Graphic Design Studio Horch Tabet, Beirut, Lebanon	Brand Design, Digital Illustration and Interactive Senior Graphic Designer/ Art Director	<ul style="list-style-type: none"> • Brand creation- primarily for Bars/Restaurants: Logos and corporate identities, brochures, posters, product packaging, merchandising, copy writing, signage, presentations, websites
October 2009 - February 2010	Freelance (Self-employed) Beirut, Lebanon	Branding, Illustration, Print Graphic Designer	<ul style="list-style-type: none"> • Concept creation and research • Logos and corporate identities, brochures, illustrations, invites and posters • Pro-bono jobs for personally relevant causes
April 2008 - October 2009	Wondereight Design Studio Mkalles, Beirut, Lebanon	Brand Design, Illustration, Interactive Junior Graphic Designer	<ul style="list-style-type: none"> • Brand creation, logos and corporate identities, brochures, posters, product packaging, stands, copy writing, signage, presentations, websites, interactive media, campaigns, events
June 2006 - September 2007	Agenda Culturel Hamra, Beirut, Lebanon	A Bimonthly Art Magazine <i>In-house Graphic Designer</i>	<ul style="list-style-type: none"> • Production and finalization of the magazine • Printing and production follow-up • Brochures, invites, exhibition materials and ads for office partners and affiliated artists
2002 - 2005	Grey Worldwide Safat, Kuwait	Advertising <i>In-house Graphic Designer</i>	<ul style="list-style-type: none"> • Logo and corporate identities, brochures, posters, self-initiated projects and illustrations
	Self-employed Paris, France	Music Graphics <i>Freelance Graphic Designer</i>	<ul style="list-style-type: none"> • Worked for an independent music magazine



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EDUCATION, WORKSHOPS & CERTIFICATES

2019	Design Thinking + UX Designer Learning Path Interaction Design Foundation (Online) UX Design Courses CALARTS, California Institute of the Arts California (online program)	2012	Typography in Art & Advertising Workshop with Niels Bakkerus (Netherlands) VAPA Association, Shout It Through Art!, Achrafieh, Beirut, Lebanon
2015	Responsive Web Design & Development Fundamentals University of London, Goldsmiths (online program) Coding for Beginners: HTML and CSS General Assembly, 1133 15th Street NW, 8th Floor, Washington , DC 20005, USA User Experience Design Bootcamp General Assembly, 1133 15th Street NW, 8th Floor, Washington , DC 20005, USA	2011	Fashion Design Stylist + Pattern Drafting Courses Esmod Beirut, part of Esmod International Group (Paris), Ain Mreisseh, Beirut, Lebanon
		2011 2010	Graphic Design Adobe Software Certificate / Training Adobe Certified Expert Track: Advanced courses in Photoshop, Illustrator, InDesign, Acrobat New Horizons Computer Learning Center, Downtown Beirut, Lebanon
2014	200-hour Yoga Teacher Training Certification Program (Yoga Alliance Certified) Buddha B Yoga Center, 1115 U Street NW Suite #202 Washington DC 20009, USA	2009	Certificate / Training on the Fundamentals of Packaging UNIDO (United Nations Industrial Development Organization) & MACLE (Market Access & Compliance for Lebanese Export)
		2002 1999	Bachelor of Arts in Graphic Design emphasis: Illustration, GPA: 3.0/4 Notre Dame University Zouk Mosbeh, Keserwan, Lebanon

LANGUAGES & SKILLS

ENGLISH *Native tongue*

FRENCH *Spoken: Fluent, Written: Excellent*

ARABIC *Spoken: Fluent, Written: Basic*

ADOBE CREATIVE SUITE

PHOTOSHOP 

ILLUSTRATOR 

INDESIGN 

ACROBAT 

XD 


MICROSOFT


WORD 


EXCEL 


POWERPOINT 


WEB LANGUAGES

HTML 

CSS 

JAVASCRIPT 

MACAW 

SUBLIME TEXT 


UX/UI


INVISION 

SKETCH 

BALSAMIQ 

APPLE KEYNOTE

LIVESURFACE 

WACOM 

USEFUL SKILLS

DESIGN THINKING

DESIGN RESEARCH

AGILE / SCRUM

PROJECT MANAGEMENT

INFOGRAPHICS

FASHION BASICS

hausofsparrow.com
pinksparrowdesigns.com



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HONORS & AWARDS

- 2013 **Restaurant & Bar Awards**
Several projects worked on in-house
have been selected as finalists
- 2002 - **Honor List; GPA of 2.8-3.0/4**
1998 Notre Dame University
Zouk Mosbeh, Keserwan, Lebanon
- 1998 **Class Valedictorian - Arts & Literature,**
Christian Teaching Institute
Horch Tabet, Beirut, Lebanon
- 1998 - **In top 3 - Honor Roll, 1992-1998**
1992 Christian Teaching Institute
Horch Tabet, Beirut, Lebanon

MEMBERSHIPS & CAUSES

- 2018 **INTERACTION DESIGN
FOUNDATION: MEMBER**
<https://www.interaction-design.org/>
- GREENPEACE**
KAFA
SOS VILLAGE
ST. VINCENT DE PAUL
- 2012 - **AIGA; Sustaining member**
Present AIGA, American Institute of Graphic
Arts, the professional association for
design; aiga.org
- YOGA ALLIANCE: RYT - 200**
Registered Yoga Teacher,
www.yogaalliance.org
- 2011 **TEMPORARY VOLUNTEER
CHILDREN'S CANCER CENTER**
St.Jude's Children's Cancer Center
Lebanon
- BETA SUPPORTER**
Beirut for Ethical Treatment
of Animals / affiliated with PETA