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Date Of Birth: 01 March 1980

Nationality: Lebanese

## 1. Experience

### - Zaweya – Hamra, Lebanon:

**01/02/2017 – Until date**

Part Time book cover designer

### - Freelancer in Graphic Design

**01/11/2012 - Until date**

Projects executed: Nasma restaurant, Leila restaurant, Kahwet Leila (Lebanese Coffee Shop), The Lebanese Village restaurant, Moulin D'or (Bakery), D.A.H Diamonds, Elegant Motors (Cars Expo), Beam (Construction Company), Exium (Petroleum), Wooden Bakery, Obagi (Beauty Spa), Surgel (Ice Cream Shop)...

Projects Tasks: Communication strategy, corporate identity, wallpaper, signage, image & brand identity building, packaging, signage, powerpoint presentations...

### - Freelancer in Interior Design

I have handled and executed some interior projects from designing, planning and managing construction such as:

- New penthouse 120 m2 (Hsoun – Lebanon): Design of interior partitioning, and material quantity estimation
- New Apartment 70 m2 (Padova – Italy): Design of interior layout
- Apartment renovation 135 m2 (Zalka – Lebanon): Consultancy and Supervision
- New Apartment 120 m2 (Zikrit – Lebanon): Redesigning the space (New walls layout, Design the kitchen counters & cabinets), budgeting, managing & scheduling workers time, procurement of materials and supervising site

### - Food Trends Corporation – Ashrafieh, Lebanon:

**01/06/2010 - 31/10/2012**

Held the position of a Human Resources Assistant & Traffic Coordinator. 3 months later was promoted to Brand Coordinator handling Branding & Marketing Communication. And was also a freelance graphic designer for the company

- I have created systems such as employees uniform system, product labeling system with manuals
- Maintained the corporate identity of the company: graphic design, decoration and outlet accessories
- Developed Digital Programs for Leila and Kahwet Leila restaurants such as updating the website design & Facebook page with the help of freelance developers
- Coordinate with franchised outlets (Dubai, Kuwait & Egypt) on developing the Leila identity
- Helped with site development projects for new ventures in Lebanon and coordinating supply of construction materials for franchise outlets under construction
- Was responsible and art director for the corporate advertising clip
- Monitored the marketing yearly budget
- Conducted new outlet's marketing plan of Kahwet Leila
- Handled the marketing of Kahwet Leila during its opening and the following events through planning and budgeting + Photography

- Created, organized and executed events decoration for Kahwet Leila & Leila restaurant (Christmas, Easter and Ramadan)
- Handling expos decoration for Leila restaurant
- Helped with a new concept development for a restaurant: Presentation of Brand identity and interior Design

**- Move design studio – Mono, Lebanon:**

**01/02/2007 - 31/12/2009**

Held the position of a graphic designer, in addition to the production, Die-cuts and printing follow ups of many projects, namely: Calipain, Equia, ZWZ, La Piazza, Napoletana, Scoozi, Laziz..

**- Special printing services – Roumieh, Lebanon:**

**28/07/2004 - 30/06/2005**

Held the position of a graphic designer & was also responsible for the pre-press & the production of many projects, namely: Akira, Dali, Signal, Lancaster, Igat, Crepaway, Logex, Saga, Trussardi, X-Plosiv ...

**- Move design studio – Sodeco:**

**15/03/2002 - 30/11/2003**

Accounting & Traffic controller, responsible of the follow up of jobs: Creative, printing and production

## 2. Languages

Read, Written & Spoken

- Arabic: Very Good
- English: Good
- French: Fair

## 3. Computer Skills

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and have a small knowledge in 3D max

## 4. Interests & Activities

- Creating concepts
- Planning and Organizing different tasks & events
- Writing & Drawing children short stories

In addition to Traveling, Reading, Dancing, Singing, Handworks, Attending self-development workshops

And Acting:

- "Ma 7ada Merte7" with L'atelier du Je – Monot Theatre
- "Mère Noël et Le Sapin" Kids Play
- "3a tari2 el Janneh" for Marwa Khalil – Monot Theatre

And in: - 1 TV Ad & 2 small scenes in movies

## 5. Volunteering

- 3 months handcraft workshop to 15 abused kids aged between 13 and 18
- Helping NGOs (Orphan kids and elderly people)