

Racha El Hajj



Hello !

my name is **Racha El Hajj**

I'm a **graphic designer**
& I create **visual concepts**

Born on **February 26th, 1991**

I'm **Lebanese**

available in **Beirut**
reachable via mobile
00 961 70 02 96 98

always available via email
elhaj.racha@gmail.com



Racha El Hajj



[rachaelhajj](#)



Check my Online Portfolio:
www.behance.net/elhajracha

■ ■ Highly creative and multitalented Graphic Designer with extensive experience in multimedia, marketing and print design.

Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. ■ ■

■ Education

2015 BS in Graphic Design

American University of Science & Technology

■ Work Experience

2019 KidzMondo Beirut

Graphic Designer
April 2015 till present



- Designing and creating a wide variety of graphic art and promotional material
- Producing designs for both internal and external communications
- Creating integrated design projects across both online and offline outputs
- Providing visuals for the website and social media platforms
- Working on presentations, leaflets, trade-marks, marketing materials and banner designs
- Developed and maintained print/web collateral, graphical standards, marketing
- Administered social media and company branding
- Developed signs and environmental graphics
- Actively researched industry trends to bring new ideas and applications to company
- Developed designs that clearly communicated the company's brand identity
- Provided proposal layouts and designs under extremely tight deadlines.
- Producing accurate and high-quality design work
- Worked in conjunction with the Marketing Director in creating marketing strategies

2015

Freelance

The Box Self Storage Services - Dubai, UAE

- Design and deliver marketing materials for social media, website, and other marketing communication
- 10 Years Anniversary logo creation

RB Wellness - Beirut, Lebanon

- Assisted with the brand corporate identity
- Designed weekly social media posts

View Bchamoun - Beirut, Lebanon

- Produced layouts for print publications

Yalla Pickup - Dubai, UAE

- Designed monthly social media posts
- Produced layouts for print publications

Baladna Park - Doha, Qatar

- Developed the brand corporate identity
- Designed monthly social media posts

El Classico of The Legends - Beirut, Lebanon

- Design and execution of the event printings such as flyers and in-stadium branding (banners, posters and booths)
- Designed weekly social media posts including teasers and competitions

Royal Wedding - Beirut, Lebanon

- Produced marketing and sales collaterals

Munchies House - Beirut, Lebanon

- Design & execution of marketing materials including menus, flyers, vouchers, etc...
- In-store branding
- Loyalty card design
- Assisting with photo-shoots, photo selection, photo archiving, photo management and manipulation

National Awareness Campaign Against Gambling - Senior Project

- Design of promotional items
- Design and execution of billboards, posters and other printed material
- Execution of radio spot and TVC

Languages

English ■■■■■
French ■■■■■
Arabic ■■■■■

Skills

Adobe Suite

Ps ■■■■■
Ai ■■■■■
Ae ■■■■■
Id ■■■■■
Mu ■■■■■
Fl ■■■■■

Value-Added Attributes

Team Player Communication & interpersonal skills
Analytical skills Critical thinking

Hobbies & Interests

Crafts
Calligraphy
Skiing
Running / Jogging
Music

Portfolio

Ready, available on demand
(print or digital)