

Personal Information

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Profile

A Visual Designer with diverse experience in graphic design and digital media.

Experienced in both print and digital design, I am able to offer creative solutions for a variety of media including: corporate identities, corporate stationary, leaflets, brochures, business cards, catalogues, magazines, advertising, point of sale, websites and much more.

My design work helps in promoting your business to sell your product or service to new potential clients using targeted high quality graphic design that suits the requested audience.

I am also accustomed to managing teams ranging from 2 to 5 members and working under pressure.

Educational Background

June 2009

BS in Graphic Design and Digital Media

Middle East University, Lebanon

Dean's Honor List

GPA 3.4

May 2006

Bac Life Sciences

Adventist Secondary School, Lebanon

Software Experience

Adobe Illustrator	Adobe Flash
Adobe Photoshop	Adobe Premiere
Adobe InDesign	Sony Sound Forge
Adobe Photoshop Lightroom	Sony Vegas Pro
Adobe After Effects	Microsoft Office

Languages

English: fluent reading writing and speaking.
Arabic: fluent reading, writing and speaking.
French: good reading and speaking.

Work Experience

November 2015 till present Senior Graphic Designer
Donner Sang Compter (NGO), Lebanon

- Designing all communication material: Posters, Brochures, Reports, Infographics, Booklets, Flyers, Rollups, Giveaways, Props, etc.
 - Creating Social Media Visuals - after being provided with an editorial plan.
 - Assist in managing the 16th International Youth Committee Forum held in Lebanon for the International Federation of Blood Donation Organizations - IFBDO
 - Branding and preparing all visuals related to the International Youth Committee Forum: Forum Logo and concept, Booklet, Giveaways, Tshirts, Name Tags, Invitations, Presentations, Rollups etc.
 - Guiding International teams throughout the mentioned event.
 - Creating Entertaining Visuals for Blood Donors During Blood Drives.
 - Creating Presentations for Blood Drive Hosts, Sponsors, and Funders.
 - Preparing Social Media Visuals.
 - Participating in the NGO's brainstorming sessions for all of it's events.
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October 2015 till present Instructor
Al-Kafaat University Lebanon - AKU - ITK

- Courses given: Photoshop, InDesign, Illustrator, and Packaging
 - Guiding students with/without disabilities through the development of creative and analytical thinking skills necessary for conceptualizing innovative brands, identities and marketing strategies for future clients.
 - Implementing a curriculum of creative design projects that helps students build a cohesive body of work including samples of print, package, advertising design and marketing.
 - Delivering effective, learning-centered instruction to produce measurable student achievement in written and verbal communication skills, with an emphasis placed on client relations and marketing.
 - Teaching students various concepts of packaging. Working with other Institute staff to identify areas of the field-specific knowledge that require improvement within the student body, participating in the development of curriculum, coordinating with other Instructors to integrate curricula.
 - Mentoring and developing students with personal communication issues.
 - Handling students with special needs and following up on their development.
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December 2015 till May 2016 Sub-Contract - Communication Consultant & Visual Designer
Sakker El Dekkene (NGO), Lebanon

- Conceptualizing and organizing national awareness guerrilla campaigns against corruption and designing needed visuals : The Parking Ticket Campaign, The Politicians Airplane ticket ... etc
 - Organizing volunteers and developing team strategies to implement campaigns.
 - Social media editorial planing, design and execution.
 - Social Media teasing campaign of an agreement with the Minsitry of Economy which observes and limits corruption in the ministry.
 - Designing Awareness Booklets for the educational program to be distributed to children in schools.
 - Handling the PSMA - Police Station Mobile App: creating it's logo and all needed visuals, assisting in conceptualizing the launching campaign.
 - Designing corporate visual materials: business cards, flyers, booklet, posters. etc.
 - Designing sponsorship presentations.
 - Designing official reports to funders.
 - Designing official reports to the public and press.
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May 2015 till October 2015 Sub-Contract - Graphic Designer
Phenomena Creative Consultancy - Sami Saab, Lebanon

- Designing booklets and visuals for the main client: BLC Bank Lebanon.
- Uplifting existing Identities for high end clients such as Abi Nasr Coffee, Big Bite, Mawaed etc.
- Designing monthly online banners for Al Nashra online newspaper.
- Branding a new Lebanese restaurant in Iraq: Khebz W Meleh

January 2015 till March 2015 3 Months Contact - Digital Designer

Social Force, Lebanon

- Social Media monthly editorial planning.
 - Conceptualizing monthly plans.
 - Designing Social Media posts.
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June 2012 till July 2014 Head Designer

STP Trading / I-Trade, Lebanon

- Dealing with high end clients: BHV, ABC, Joue Club, Le Mall, City Center and Mazen World through:
 - Reserving spaces for company's products.
 - Branding and designing the space to be recognized by potential customers.
 - Preparing and presenting simulated presentations of the branding for company and client.
 - Executing marketing activities / events to promote products from concept to completion.
 - Providing accurate time and cost estimates for each event.
 - Concept, Visual Design and installation of "Back to School" Display in Le Mall Sin el Fil.
 - Advising company on all technical visual recommendations.
 - Monitoring a team of designers providing them with detailed directions and assisting in developing their skills.
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October - November 2013 One Month Project - Head Designer of the News-Magazine Team

World Council of Churches 10th Assembly, Busan, South Korea

The assembly is the highest governing body of the World Council of Churches (WCC), and meets once every seven years.

- Designing the layout of the news-magazine.
 - Solving daily layout problems depending on the data provided.
 - Daily design update and approach.
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April 2010 till May 2012 Senior Visual Designer

Arcenciel, Lebanon and France

- Designing different communication supports: posters, booklets, fliers, brochures, stickers, CD covers, books, manuals. and other communication tools for all the association's branch.
 - Designing logos for new programs and events.
 - Planning and applying events with a visual approach for most of the association's programs and centers.
 - Creating concepts and designing stands for different occasions and places (Arcenciel's stand at The Science Village – Hotel Royal).
 - Ensuring an adequate use of Arcenciel's graphic chart.
 - Assigning and organizing tasks for the graphic designer's assistant.
 - Dealing and coordinating with print-houses for all prints related to all departments, centers and programs of Arcenciel.
 - Coordinating Internally with the financial department regarding the budget, payment settlements and all related procedures.
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August 2009 till March 2010 Web Designer

Retouch s.a.r.l - John Raidy

Designing websites and banners for multi- business and artistic sectors.