



GHIDA ABBAS

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EDUCATION

LEBANESE AMERICAN UNIVERSITY

Beirut, Lebanon

[May 2019]

Master of Business Administration

[December 2016]

BA in Graphic Design

with emphasis in Digital Design

LYCEE ABDEL KADER

Beirut, Lebanon

[June 2012]

Lebanese Baccalaureate Diploma

(General Sciences)

SKILLS

- Excellent communication & customer service skills
- Demonstrated ability to maintain composure
- Professional attitude
- Able to perform well under pressure
- organized, facilitator, & supportive team member
- Proficient use of Microsoft Office (Excel, Word, PowerPoint) and Adobe (Illustrator, Photoshop, InDesign, After Effect, Final Cut Express, MAYA)
- Fluent in English, French, & Arabic

PROFILE

Experienced Management Coordinator with a demonstrated history of working in the higher education industry. Skilled in Photography, Logo Design, Typography, Adobe Creative Suite, and InDesign. Strong program and project management professional with a B.S focused in Graphic Design & MBA from the Lebanese American University.

EXPERIENCE

LEBANESE AMERICAN UNIVERSITY - BEIRUT, LEBANON

JAN 2018
PRESENT

» Lead Graphic Designer - International Services Office

- Responsible for conveying key messages through compelling visuals in promotional & informational materials
- Designing a wide variety of branding pieces for our office of international services
- Creating eye-catching layouts for effective branding
- Understand the use of inks and paper qualities
- Advise clients on strategies to reach a particular audience
- Create images that identify a product or convey a message
- Develop graphics for product illustrations, logos, and websites
- Select colors, images, text style, and layout
- Incorporate changes recommended by the clients into the final design
- Review designs for errors before printing or publishing them

OCT 2017
JULY 2018

» Space Management Coordinator - Planning & Renovation

- Responsible for the maintenance and security of one building and referred to as the building coordinator
- Involved in planning for the future building space and supply needs of an organization.
- Communicate daily with supply vendors and update company executives regularly

JULY 2016
SEPT 2017

» Event Planner - Hospitality Department

- Event planning, design and production within time limits
- Working with clients to identify their needs and ensure customer satisfaction
- Organizing facilities and details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material

YEPREM JEWELLERY - BEIRUT LEBANON

MAY 2016
JUNE 2016

» Graphic Designer

- Hold consultations with commissioning clients
- Discuss a client's range of options and formulate original ideas
- Sketch out ideas to help the client visualise the finished design

FLUID - BEIRUT LEBANON

DEC 2015
JAN 2016

» Graphic Designer

- Meet with clients or the art director to determine the scope of a project
- Determine the message the design should portray
- Develop graphics for product illustrations, logos, and websites

THE ROAD TO RIGHTS NGO - COMBO, SRI LANKA

JUNE 2015
AUG 2015

» Graphic Designer - Art Exhibition Opening