



“ **Creating** an **idea** grows to be a **concept**  
then an **impact** which will be not just a **lifestyle**  
but a **culture**, that’s what we call  
**Graphic Design and Advertising.**”

*Patrick T.*  
Senior Art Director  
& User Interface  
Design Director

## Profile

With over 18 years experience in the creative, branding, design and UI industry, I have been building an impressive track record in creative strategy, refined insight and integrated marketing campaigns. Team leader with management skills and strong ability to monitor every step in a project in order to maintain high standard outcome.

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## Personal information

Name: Patrick Tarabay

Profession: Senior art director

Nationality: Lebanese

Birth date: 09 - 12 - 1976

Age: 43 years old

Marital Status: Single

Address: Adma kfaryassine, Lebanon

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## Education

**Masters in Graphic Design and Advertising double major.**

USEK (Université Saint-Esprit Kaslik) 1996 - 2001.

## UNISTRA Strasbourg University France and USEK | Twinning Workshop Program

- Workshop with Prof. Nathalie Bittinger | Cinematography and Modernity in Contemporary Art | 2017, USEK / UNISTRA
- Workshop with Prof. Pierre Litzler | Structure of Design and Environment in Contemporary Art | 2017, USEK / UNISTRA
- Workshop with Prof. Daniel Payot | Critical Studies in Contemporary Design | 2018, USEK / UNISTRA
- Workshop with Prof. Andre Vladimir Heiz | Media, Design & Contemporary Arts | 2018, USEK / UNISTRA
- Workshop with Prof. Chris Gaillard | Design, Space & Communication | 2018, USEK / UNISTRA

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## Areas of Expertise

- Extended ability to produce a wide variety of Graphic Products and Digital Designs (Web design, user interface applications design, social media marketing posts design)
- Strong experience in branding and advertising, ATL & BTL communication campaigns
- Solid experience in illustration and different illustrative art techniques
- Solid experience in magazines and annual reports design and art directing
- Excellent knowledge of business and management principles involved in strategic planning, resource allocation, leadership technique.
- Profound knowledge in Adobe software programs such as Photoshop, Indesign and Illustrator, (Fireworks as user interface design program and Web design), MAC OS
- Fluent Arabic language and copywriting, fluent French and very good in English
- Handling the creative and design work for local and regional accounts. Brand building strategies with ATL and BTL communication campaigns for: Alawwal Bank KSA, Al-kazemi travelling Kuwait UL5 holding Qatar, Phoenician holding Lebanon, Dolmen Development Lebanon, DEL Kuwait, Chateau Barka Lebanon, Reckitt Benckiser Detol Lebanon, Black Saray restaurant Kuwait, Assaha village hotel and restaurants Lebanon, London and Kuwait, BA united holding Lebanon, Sigmatech France, Domaine du Soleil Lebanon, Ideal development Lebanon, Al-youssifi group Kuwait, Al-manar electrical industry Kuwait, Comedit Italy

**Professional Experience: 18 years**

- 2010 - 2019 still Senior Art Director (Icetulip conceptual advertising Lebanon). Leading creative and design strategies for local and regional accounts. Developing all ATL & BTL communication campaigns for the 14 offices of the group in the Levant and GCC countries, Africa and Italy, Working and coordinating with the marketing & commercial teams in the different countries in order to unify and consolidate the work flow in one process. Plus working on VAO healthcare application with B&I benchmark and improve applications and consultancy services s.a.l (part time job as a user interface design director)
- 2007 - 2009 Art director of Saad Medical Magazine. (Saad Group Al-Khobar Saudi Arabia)
- 2006 - 2007 Senior graphic designer (Saad Publishing & Media Division) (Saad Group Al-Khobar Saudi Arabia. Saad is a group of forty seven companies anchored in the KSA, they operates across the GCC and has investments around the world)
- 2004 - 2005 Graphic Designer (Silimex, Italian Lebanese co.) packaging design (Lebanon)
- 2002 - 2003 Graphic Designer (DG printing house) (Lebanon)
- 2001 Graphic Designer (Marketico) (Lebanon)

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**Portfolio and recommendation letters upon request**

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