

Reem

Al Ayoubi

Senior Graphic Designer  
/ Art Director

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Profile

Senior Graphic Designer / Art Director with creative & conceptual skills, exceptional attention to detail, & extensive experience in multimedia & print design. Enthusiastic about branding & strategy development. Highly adaptable, with a team-oriented & optimistic attitude. Motivated by intellectual curiosity & passion.

Experience

Mar. 2020-  
Present

Freelance Designer

Nov. 2018 -  
Mar. 2020

Lead Designer at Raw Design / Kuwait

Concentrated on creative conceptual development & branding. Managed & coordinated branding projects from concept through completion. Engaged in building brand strategies from which the essential points of communication were set for each brand. Established the guidelines for the development & applications of different brands. Developed skills in UI design for websites and mobile apps.

Jun. 2018 -  
Nov. 2018

Senior Graphic Designer at Mink Design Studio / Lebanon

Managed all design projects from concept to delivery. Developed the overall layout and production design for various applications such as for advertisements, brochures, magazines, and branding projects. Reviewed the drafts of Junior Graphic Designers to ensure quality work.

Sep 2015 -  
Jun 2018

Art Director at Geometry Global / Lebanon

Successfully managed & coordinated graphic design projects from concept through completion. Developed design, layout creation & art direction skills. Participated in team effort to produce full-fledged advertising campaigns. Gained experience in experiential activation, shopper marketing & branding.

Workshop at Geometry Global / Lebanon

Attended a session from the D&AD training program with Gerry Farrell - Ideas, Ideas, Ideas. Various thinking techniques were explored. Improved the creative thinking process, productivity and time management skills. Collaborated with a creative team to work on design briefs in limited time.

Oct 2013 -  
Sep 2015

Graphic Designer at The Wonderful Bureau / Lebanon

Generated concepts and branding strategies. Gained extensive experience in print design. Conceptualized and designed branding & marketing materials, including: logo, identity, packaging, publications, newsletters, etc. Established new standards & guidelines for the development of new brands. Followed through to production of projects by preparing final layouts/files, and coordinating with printers.

Link to Potfolio: <https://www.behance.net/reemayoubi/projects>

Education

Bachelor of Fine Arts in Graphic Design, American University of Beirut.

Technical Skills

Illustrator

Photoshop

InDesign

Ms. Office

Work featured in

Assafir Newspaper - An Appendix about Public Spaces in Beirut.

Final Year Project at AUB: “Accessible Public Spaces in Beirut’s City Center” is a publication about the accessibility of public spaces & the activities practiced within these spaces. The design focused on typography, layout design, illustrative maps & photography.

*\*This publication was based on an extensive research & studies of public spaces and the history of Beirut Downtown.*

Awards

Pikasso Silver Prize for an Out-Of-Home advertising campaign done for Wardé, a company that manufactures curtains drapery and textiles.

Agency: Geometry Global, 2018.

Expertise

Art Direction, Research, Concept and Strategy Development, Branding, Typography & Layout Design.