

## Education

- University of the Arts London**  
**London College of Communication**  
London, United Kingdom
- 2016 - 2018 **Master of Arts**  
**Graphic Branding and Identity**  
Distinction / First-class honours
- 2009 - 2013 **Bachelor of Arts**  
**Graphic Design**  
Distinction
- SHORT COURSES**  
**Central Saint Martins, UAL**
- March 2018 Creative Direction  
March 2017 Book Binding Techniques  
Coptic Binding & Prefect Binding  
October 2016 Printmaking Techniques  
Letter Press, Screen Printing & Risograph

## Professional Experience

- Fall 2018 - 2019 **Instructor (Part-time), Lebanese American University**  
School of Architecture and Design, BFA Graphic Design  
Byblos, Lebanon  
Brand Management and Brand Conceptualization.  
Workshop + Lecture: Stages of brand creation and brand strategy.
- 2017 - 2018 **Brand Specialist**  
**Spinach Design**  
London, United Kingdom  
Racing Green / Brand Identity - Art Direction  
Provision Studio / Brand Identity - Art Direction  
The Life Negroni / Book Design & Publishing
- 2016 - 2017 **Assistant Lecturer, University of the Arts London**  
London College of Communication, School of Design  
London, United Kingdom  
Print Making  
Design Methodologies  
Brand Model and Brand Strategies  
Visual Research Workshop + Lecture
- 2014 - 2015 **Graphic Designer**  
**M&C Saatchi MENA**  
Beirut, Lebanon  
Developed editorial design for local and global brands.  
Consolidated big ideas based on design strategy and the creative brief.  
Translated global brand personality into ideas that connected and engaged with local markets.

## Freelance Projects

- January 2019 **BAFTA: British Academy of Film and Television Art**  
London, UK
- September 2018 **Sophia Smith** Branding / Art Direction  
London, UK
- May 2018 **Missoma London** Art Direction / Photography  
London, UK
- December 2017 **Paul Rhodes** Art Direction / Brand Identity  
London, UK
- February 2017 **Emilia Wickstead** LFW 017 Art Direction / Photography  
London, UK
- March 2017 **The Brit School** Brand Identity  
London, UK
- December 2016 **Postgraduate Exhibition** London College of Communication, UAL  
London, UK
- February 2016 **Fava Magazine** Editorial  
Lisbon, Portugal
- March 2016 **United Nations** The Orange Label project  
London, UK
- April 2016 **Rila Mountain** Brand Identity  
Bulgaria
- September 2015 **Mexikaner** Brand Identity / Packaging  
Hamburg, Germany

## Publications

- February 2018 **Misinformation and Critical Thinking In the Digital Age of Information**  
MA Thesis Study, London UK
- September 2017 **The Unforgettable**  
Visual Research and Experimentations, London UK
- June 2015 **Niha**  
A Book Featuring the historical sites of Niha in Lebanon.