

Cindy Saadeh

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WORK EXPERIENCE

Zoughaib & Sons, Zouk Mosbeh, Lebanon

Aug 2019 – Dec 2019

Art Director

- Create art direction for social media posts
- Manage brand identity
- Develop concepts for campaigns and television ads
- Design the company's website

Zuhair Murad, Gemmayze, Lebanon

Jan 2016 – Jul 2017

Graphic Designer

- Kept up to date with emerging fashion trends as well as general trends relating to fabrics, colors and shapes
- Amended dresses on Photoshop to satisfy clients' requests
- Prepared line sheets, lookbooks, and catalogues
- Prepared magazines' ads
- Managed brand identity
- Created artwork, and researched for colors and themes for the collection
- Designed accessories and footwear

Spearhead, Dekweneh, Lebanon

Apr 2014 – Dec 2015

Graphic and Digital Designer

- Worked on printed and digital layouts
- Contributed ideas for concepts of campaigns
- Handled social media accounts
- Created package designs
- Designed website layouts

Siegma, Zalka, Lebanon

Oct 2013 - Jan 2014

Intern as a Graphic and Digital Designer

- Worked on printed and digital layouts
- Created brand identities

Grey, Sin el Fil, Lebanon

Aug 2013 – Sep 2013

Intern in the Digital Department

- Retouched photos
- Created layouts

EDUCATION

Academie Libanaise des Beaux Arts, Sin el Fil, Lebanon

- Master's Degree in Advertising and Graphic Arts, Jun 2020

ESMOD, Ain El-Mreisseh, Lebanon

- Footwear Design, May 2017

Academie Libanaise des Beaux Arts, Sin el Fil, Lebanon

- Bachelor's Degree in Multimedia, Jul 2013

ADDITIONAL INFORMATION

- Computer Skills: Well-experienced in: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, MS Word, PowerPoint.
- Languages: Arabic (Native), English, (Fluent), French (Fluent)