

RONNIE AOUD

SENIOR GRAPHIC DESIGNER / FINALIZER



Ballouneh, Keserwan, Lebanon



25/08/1979



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ABOUT ME

Experienced, creative, and detail-oriented Senior Graphic Designer and Finalizer, with over 18 years of experience in the management of the complete design and production process, from conceptualization to delivery.

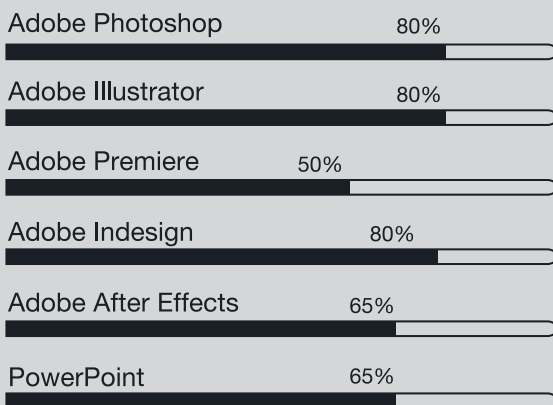


EDUCATION

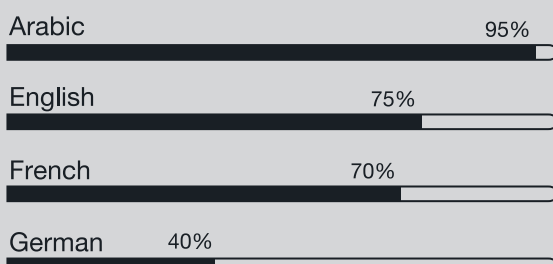
- Masters (with honor)** • **USEK - Lebanon** **2005**
Graphic Design and Advertising
- Technical Baccalaureate** • **Collège Central** **1999**
Graphic Design and Advertising



COMPUTER SKILLS



LANGUAGES



EXPERIENCE

Senior Layout Designer

Memac Ogilvy
Dubai

2021 - STILL

Production Manager

PIMO Group

2016 - 2021

Main Tasks

- Designing and adapting approved layout files, and reproducing them in high resolution for all kinds of applications.
- Leading the Production department and finalizing jobs to be printed with maximum quality, attention to detail, and pre-press.
- Overseeing all stages of production with the suppliers, including supervision on location.
- Assisting the team with creative ideas and designs.

Main Accounts

Najjar (Krikita, Star Café, Domingo, La maison du Café, Thea, Gia, etc.), Unilever (Lipton, Walls, Corporate, etc.), Ministry of Industry, Vitadea, Lifescan, Libano-Suisse Insurance, BSL Bank, M. Nassif & Fils (Royal Canin, Zwan, Bjorg, etc.), Faqra Catering, AVA venue, Clear Blue, CIS, Lifestyles Gym, Milord Le Tanneur, Bio Oil, Juice up, Lindor.

Senior Graphic Designer / Production Manager

Clémentine

2013 - 2016

Main Tasks

- Designing and adapting approved layout files, and reproducing them in high resolution for all kinds of executions.
- Leading the Production department and finalizing jobs to be printed with maximum quality, attention to detail, and pre-press.
- Supervising all the production stages with the suppliers including supervision on site.
- Assisting the team with creative ideas and designs.

Main Accounts

The Lebanese Army, SAYFCO Holding, Lebanese Ministry of Telecommunications, Lebanese Ministry of Foreign Affairs, Lebanese Ministry of Energy and Water etc.



FREELANCE PROJECTS

- Shtrumpf Restaurant
- Schnitzels Restaurant
- Team Pro - Fixing Knowledge
- Saly Chips
- Straight A's Auditing
- Lady Da Beauty Institute
- Softrasys tracking systems
- Axiome s.a.r.l.
- Saliba Auto Center
- Saliba Marine Center
- Adonis Rent A Car
- Nadia Travel and Tourism
- photo retouching for Ralf Mrad Photography among others.



INTERN

Graphic Designer | Grey Beirut

2003



EXTRA-CURRICULAR

Fundamentals of

Social Media Advertising

2020

- Completion Certificate from Facebook & Coursera

Advertising with Facebook

2020

- Completion Certificate from Facebook & Coursera

Cameras, Exposure, and Photography

2020

- Completion Certificate from Michigan State University & Coursera

The Lebanese Red Cross

Cornet Chehwan Sector

1998 - 2004

- Volunteer, Head of the Diffusion and Advertising Group, Head of the Photography Group
- Acquired License in Ecofort 1&2 (Team Leading), as well as Teaching Style License

Professional Diving License

- Open Water Diver Certification from PADI
- Advanced Diving Certification from Scuba Schools International (SSI)



HOBBIES & INTERESTS



PHOTOGRAPHY



TRAVELLING



SKIING



DIVING



FOOTBALL

References and portfolio are available upon request



EXPERIENCE

Senior
Designer &
Finalizer

Memac Ogilvy

2008 - 2012

Main Tasks

- Designing and taking over approved layout files, and reproducing them in high resolution for limitless types of executions (molds, billboards, in-store units, full POSM needs, full mall dressings, etc.)
- Producing all artworks in various materials (plastic, silkscreen, flex, backlit, carton, etc.).
- Benchmarking client's toolkits, and ensuring that all work is produced in line with the brand's architecture and global guidelines.
- Participating in the briefing sessions with Art Directors and the client servicing team, to offer solutions from the start till end of the project.
- Liaising between client servicing and suppliers for production.
- Leading on color matching, color correction, and final artwork approval with the client, from the initial layout to all printed quantities.

Main Accounts

British American Tobacco (Lucky Strike, Viceroy, Rothmans, Kent, Vogue, Craven A), Kimberly-Clark (Kotex, Kleenex, Huggies), ABC MALL (full in-store production)
Worked on the above accounts for Lebanon, KSA, Morocco, Iraq, Syria, Palestine, Jordan, and Egypt.

Production
Director

DDB/Strategies ME

2007 - 2008

Main Tasks

- Finalizing all artworks.
- Producing error-free artworks in various media.
- Setting the standards for high-quality work with all finalizers and studio designers.
- Make sure the production meets high end quality.

Main Accounts

Messagerie du Liban, Sleep Comfort, Romance (Clarince, Thierry Muggler, etc.), Assurex, Boutique du Monde, Henkel, Saab & Seat, etc.

Graphic
Designer

Raidy Printing Press

2006 - 2007

Main Tasks

- Design, layout, finalization and production of various media and materials for different types of accounts

Main Accounts

Presidential Palace, United Nations, Noun magazine, Rotana magazine, Al-Hadath al Riyadi magazine, Aalam al Sayyarat magazine, Spécial magazine, US Embassy in Lebanon, etc.