

Education

University of the Arts London
London College of Communication
London, United Kingdom

2016 - 2018 **Master of Arts**
Graphic Branding and Identity
Graduated with Distinction

2009 - 2013 **Bachelor of Arts**
Graphic Design
Graduated with distinction

SHORT COURSES
Central Saint Martins, UAL

Mar 018 Creative Direction
Mar 017 Book Binding Techniques
Coptic Binding & Prefect Binding
Oct 016 Printmaking Techniques
Letter Press, Screen Printing & Risograph

Professional Experience

Jan 020 **Visiting Lecturer, University of the Arts London**
London College of Communication, School of Design
London, United Kingdom
Visual Research and Data Visualization
Workshop + Lecture: Stages of brand creation and brand strategy.
Developed a three days workshop on Research Methodologies for Brand Development.

Sept 018 - Dec 019 **Lecturer, Lebanese American University**
School of Art and Design
Byblos, Lebanon
Fall Term: Thematic Workshop II / Exhibition Design/ Design Studio I.
Spring Term: Brand Design / Design Studio II - Visual Dynamics

Oct 017 - June 018 **Art Director- Middleweight**
Spinach Design London, United Kingdom
Racing Green / Brand Identity - Art Direction Provision Studio / Brand Identity -
The Life Negroni / Book Design & Publishing
Provision Studio / Brand Identity - Art Direction

Sept 016 - Oct 017 **Teaching Assistant / Researcher, University of the Arts London**
London College of Communication, School of Design
London, United Kingdom
Design Methodologies
Brand Model and Brand Strategies
Visual Research Workshop + Lecture
Leading Research and assisting in graduate level seminars / lectures

May 014 - May 016

Art Director - Middleweight
M&C Saatchi 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.
Integrated creative ideas into the brand language in a faster and efficient way.
Inspected the pre printing material and the final art work.

Publications

Feb 018

Misinformation and Critical Thinking In the Digital Age of Information
MA Thesis Study, London UK

Sep 017

The Unforgettable
Visual Research and Experimentations, London UK

June 016

NIHA
A theoretical and visual study of a reconnection, Lebanon