

# JOE OBEID

## GRAPHIC DESIGNER

A highly dedicated and creative graphic designer with eight years' experience in a variety of exciting projects. A passion for fresh and original design combined with a level headed and rational approach to clients' needs has led to an impressive portfolio of projects. A hands-on approach to the entire creative process means that each project is curated with the utmost attention from inception to final delivery. A strong communicator with the ability to communicate ideas clearly to clients and outsource efficiently to copywriters and web developers.

### Core skills

Passionate for innovative ideas and fresh, vibrant design  
Industry aware and technically up to speed with current design trends  
Good workload and time management  
Creatively driven and logically minded  
Dedicated, motivated and always on task  
Confident communicator both written and verbally  
Client focused

### WORK EXPERIENCE

#### Freelancer

SENIOR GRAPHIC DESIGNER & MARKETING COORDINATOR

August 2017 - till now

Clients : METRO SUPERMARKET, AbedTahan, Machrou3 Ka3ke....  
Designing full campaigns  
Prepares work to be accomplished by gathering information & materials  
Plans the concept by studying the information & materials  
Finalize artwork & get it ready for production

#### ABEDTAHAN - BEIRUT - LEBANON

SENIOR GRAPHIC DESIGNER & MARKETING COORDINATOR

MARCH 2015 - August 2017

Designing full campaigns (Including: Logo, Flyer, Brochure, Ad..)  
Prepares work to be accomplished by gathering information & materials  
Plans the concept by studying the information & materials  
Finalize artwork & get it ready for production

#### MBC3 / EVENTBOX - DUBAI & BEIRUT

GRAPHIC DESIGNER & EVENT COORDINATOR

NOVEMBER 2013 - FEBRUARY 2015

Manage multiple projects from concept through completion  
Develop creative programs and design concepts that meet the business objectives of the organisation and that advance our brand strategy  
Establish creative direction for the entire line of online services and programs  
Work with the event team, and copywriters to develop concepts and present to management

#### WATSTELECOM - BEIRUT

GRAPHIC/WEB DESIGNER & COMMUNICATION OFFICER

DECEMBER 2011 - TILL NOW

Designing full campaigns (Including: Logo, Flyer, Brochure, Ad..)

#### DPR SOLUTIONS - BEIRUT

GRAPHIC/WEB DESIGNER

FEBRUARY 2009 - NOVEMBER 2011

Working alongside Graphic Designer to create and deliver design solutions for print and online platforms  
Preparing presentations and keeping client's up to speed with development process  
Designing brochures and magazines  
Keeping up to date with new design software and solution delivery



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### SKILLS

WEB DESIGN



GRAPHIC DESIGN



UI DESIGN



PRINTING



DRAWING



Photo and Video  
Editing Skills



ANIMATION



### AREAS OF EXPERTISE

Adobe Creative Suite, Photoshop  
In-Design, Illustrator, Premiere Pro , MAC

### EDUCATION

#### MIRA TRAINING CENTER

GRAPHIC DESIGNER

MAY 2012

#### MIRA TRAINING CENTER

WEB DESIGNER

MAY 2012

#### LAPT

(London Academy of  
Professional Training)

WEB DESIGNER

MAY 2012



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