



## John Badr

Creative Director

+9613522597

iamjohnbadr@gmail.com

linkedin: [www.linkedin.com/in/john-badr](http://www.linkedin.com/in/john-badr)

Portfolio: upon request

### Summary

A recognized lebanese creative thinker with the ability to successfully sell ideas, inspire teams and deliver results to leaders. With over 17 years of experience in Branding and Identities, digital media, I have built solutions at the intersection of entertainment and advertising. I have provided thought leadership to major / multinational brands, businesses and media companies such as Baalbeck International Festival, Michelin Tires, Nike, Converse, Samoa, Edde Sands, Yves Saint Laurent, Phil & Joe Barbers, Lancome, Caracalla Dance School, PrivaSky private jets, SeaPros Yachts, Endemol ME, Abu Dhabi TV, Rotana, Regency Palace Hotel Beirut, ID Design Beirut, Caracalla, Yellow Pages, Rising Gym Abu Dhabi, Yessayan Jewelry, Maison Sibon, Joz Lebanese Diner, Leila restaurants, Lina's Paris, Hummer Qatar, Pokie & Roll London, Estishari Education London, The Group Medicare, Al Ahli Hospital Qatar, Awazen Clinic Abu Dhabi, Mayfair Clinic Abu Dhabi, Yateem Group Abu Dhabi, Fady Kataya, and so many industries...

### Professional Experiences

October 2016 | present

Freelancer

2014 | October 2016

KATALIST - Executive Creative Director. Responsible for the advertising and creative insights to the company in conceptualizing and developing the projects. Creating and leading unique brand promotion concepts in accordance with the client's promotional scheme, prioritizing the creative work as per client's demands, and translating the client's profile into a creative visual experience. Directing the creative functionalities of concept development, collaborating with team members, creating work environment, meeting work expectations, and discussing team goals and achievements. Managing and delegating external agents like photographers, printers, freelancers, web developers, etc., and coordinating them according to the work of art directors, copywriters, post production workers.

2010 | 2014

Activities - AdVt, Beirut - Creative Director. Responsible for the whole work flow for IU / UX designs and website designs, managing team of designers, arranging timelines, assigning tasks, creating and pitching for the project theme & concept and elaborating with the team. Lead design direction for new brands & products and start-up businesses. Executive design consultant for emerging digital platforms including tablet, mobile, cloud and branded entertainment, presenting the company in various local & regional meetings.

2008 | 2010

Publicis Middle East Qatar - Senior Art Director and team leader. Responsible for the production of the creative and digital projects such as websites and interactive jobs/application from concept to submission of the projects. Managed a team of designers and developers with multimedia experts along with the creative department responsibility.

2007 | 2008

Algerian ministry of tourism, Oran Tourism campaign 2008

at ANEP, Agence de Pub a Oran, Art Director/Creative Designer. Responsibility of conceptualizing designs and implementing the whole campaign with other designers, following up & watching details of implementation, precise the printing materials & observing details, photography concepts and spots preparations.

2005 | 2007

Xpert, advertising agency, Qatar - Acting Art Director / Senior designer. Team leader, handling and assigning tasks, conceptualizing and creation, Identities' specialist, direct interaction with clients, Jobs presentation, website design, display concepts and visual merchandise, events visual concepts, photography art direction.

2004 | 2005

TK TRACK Offshore, clothing firm, head of the graphic design department. Responsibility of all below the line and above the line jobs, coordination in graphics with engineers, visual merchandizing VM, window displays for Lebanon and worldwide branches, and photography Art Direction.

2002 | 2004

New Trend Media, Graphic Designer. Responsible for all BTL and packaging projects .

## **Personal Profile**

Creative mind

Creative Leadership skills

Reliable, patient and result oriented with a clear vision.

Proactive with outstanding communication, presentation, and negotiation.

Linguist: Mastering 2 languages, English, Arabic and fair spoken French.

Leading & Dealing effectively with people at all levels.

Active leadership and team player.

Ability to adapt to changing environments.

## **Education**

Bachelor of Art in Graphic Design from the State University of New York Empire State College.

Diploma in Art of Cinema & Music appreciation from the Empire State College, New York.

Diploma of Competency in English language from Michigan University, AUB annual Exam.

## **Activities, Training & other skills**

Exhibition participation:

Capitol, Washington - USA in 2007

Daraj El Fann, Beirut - Lebanon 2004

SUNY Art exhibition in 2003, 2004

## **Computer skills**

Adobe Illustartor - Adobe Photoshop - Adobe InDesign

3D Max - Word - Excel - PowerPoint

Fair coding knowledge: PHP - Laravel - HTML5 - backend/frontend logic

## **Languages**

Arabic: Mother tongue - written - spoken

English: Written - Spoken

French: Fair written - Fair spoken

## **References**

Mrs. Diane Aftimos - Professional Photographer

| +961 3 906285

Mrs. Carol Yeager - PHD at Empire State College - NYC

| +15183643809

Showcase will be provided upon request.