



## MARWA HARIRI

Junior Art Director, Graphic Designer

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## ABOUT ME

I am a multidisciplinary Junior Art Director and Graphic Designer. My professional experience is in advertising and branding. I aim to constantly develop my skills and take advantage of any opportunity to grow and add to that experience. My projects are usually focused on evoking change and speaking up for the voiceless and the marginalized in society.

## EDUCATION

### Lebanese American University

Bachelor of Fine Arts in Graphic Design with a minor in Fine Arts; Graduated year 2021 with Distinction

### Middle East International School

Graduated year 2015

## SOFTWARE SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe After effects  
Adobe Animate  
Adobe XD  
Adobe Premiere Rush

## SKILLS

Branding, publication design, illustration, 2d animation, silkscreen printing, linocut printmaking, web design

## LANGUAGES

### English

(very fluent)

### Arabic

(Native Language)

## WORKSHOPS

Poster design workshop by Jorge Montero (2017)

OpenCollab workshop (2021)

Atlas of Human Impact Vol. 1

## WORK EXPERIENCE

### Jr. Art Director at Leo Burnett (Jan 2022- present)

Responsible for supporting the Creative Director and the creative team to crack big challenges that support a human-centered approach; responsible for the visual style and images that appear in various media; creating the overall vision and design and directing others with responsibilities of creating layouts and artworks; giving attention to every art detail while working with the creative team; determining how to approach an idea and present it visually; determining what design elements to incorporate; determining the overall style or tone desired for each project and communicating their vision to the artists responsible for creating these images; overseeing a staff of directors, designers, artists, writers, photographers etc... who are responsible for creating individual works to complete the project; ensuring that the client's desired messages and images are relayed appropriately to the audience; presenting designs for client's approval.

### Content Creator and Graphic Designer at Mariana Wehbe PR (Sep 2021- Nov 2021)

Responsible for researching industry related topics, drafting content as per client requirements; developing concepts, graphics, layouts for social media, product illustrations, logos and websites; Preparing well-structured drafts using digital publishing platforms; promoting content on social media and monitor engagement.

### Internship at JoeFish (Jun 2021- Jul 2021)

Responsible for identifying best ways to illustrate and communicate client's brief while complying with best design practices; create designs using illustration, photo editing and layout software; Selecting colors, images, typography and layout for communication materials, including logos, signage, presentations, and social media posts; Collaborating with other team members such as Creative Directors, Marketing Executives, Content Creators and Graphic Designers to develop the best possible final outcome of the project; Reviewing designs for errors before they are printed or published; Preparing presentations and researching industry related concepts.

### Internship at Oneover studio (Jan 2021- Feb 2021)

Responsible for creating logos and branding identities, illustrations, researching and preparing presentations for the clients.

### Internship at Bananamoney. (Aug 2020- Sep 2021)

Responsible for branding, web design, social media posts design, video editing and 2D animation.

