

"It is not how good you are
it is how good you want to be"

JessyKassis



GRAPHIC DESIGNER

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EXPERIENCE

SABIS International school

2-2022 till present/Lebanon

Designing books covers.
Collaborating with editors and
the creative team

Axir group

11-2016 till 2022/Dubai

Designing creative Marketing assets.
Liaising with editors on creative campaigns.
Developing social media content.

Educational Research Center

7-2013 till 9-2021/Lebanon

Collaborating with Editors
and Illustrators to design School books.
Designing and editing Layouts.

Contemporary Artist

2012 till Present

Creating paintings with
a variety of medium.
Participating in exhibitions.

Lamasat Magazine

9-2015 till 2-2016/Lebanon

Creating and editing magazine layouts.
Liaising with editorial team on design.

EDUCATION

Bachelor of Arts - Graphic Design - Multimedia
Notre Dame University (Lebanon)
2009 till 2012

SKILLS

Indesign
(catalogues, brochures, books layout,
interactive pdfs, ect...)

Illustrator
(sketching & rendering characters, ect...)

Photoshop
(retouching and editing images,
photocollage,ect...)

After Effects
(animation, short videos,ect...)

Premiere
(video montage)

LANGUAGES

- ARABIC
Native
- ENGLISH
Professional
- FRENCH
Professional

SABIS INTERNATIONAL SCHOOL

Graphic Designer

2-2022 till present/Lebanon

MAIN TASKS:

- Think creatively and develop new design concepts, graphics, layouts and books.
- Work as part of a team with copywriters, designers, illustrators, etc.

PROJECTS:

- School books and cover design, in english arabic,french, spanish....
- Correction of layouts in collaboration with editors and illustrators.

EDUCATIONAL RESEARCH CENTER

Graphic Designer

6-2013 till 9-2021/Lebanon,Oman

Educational Research Center

is a Publishing center located in Lebanon.

It is part of Librairie du Liban Publishers.

I had the opportunity to develop my skills and experience.

MAIN TASKS:

- Collaborate with the team to ensure consistency of designs across various softwares.
- Create compelling and effective designs.
- Design of creative stand design in collaboration with the marketing team.
- Maintain awareness of current industry and technology standards, while being updated to new graphic design trends.
- finalizing design layout to be printed.
- Amend designs after feedback.

PROJECTS:

- Stand design for exhibition in several countries.
- Brochure, business cards and catalogue design.
- Oman Project: creating and editing layouts for educational purposes.



WORK EXPERIENCE

AXIR GROUP

Freelance Graphic Designer

9-2015 till 11-2016/UAE

Inbusiness.ae was an online portal related to business topics. It was part of Axir Group. I had the chance to design social media content and marketing assets.

MAIN TASKS:

- Design and create a Social Media strategy, social media posts in English (and Arabic) for multiple social media accounts.
- Design and develop posts across Instagram/Facebook/LinkedIn.
- Create out of the box ideas and concepts.
- Design of logo and corporate identity.
- Design creative brand concept proposals for the portal.
- Maintain a regular work process (brainstorming, sketches, research findings).
- Ensure brand consistency throughout various marketing assets.

LAMASAT MAGAZINE

Senior Graphic Designer

9-2015 till 2-2015/Lebanon

Lamasat is a lifestyle magazine. I had the opportunity to design the magazine from A to Z.

MAIN TASKS:

- Work with Editors Team, Production Team and Executive Director to produce final design.
- Research and brainstorm for new concepts design.