

Hi, i'm

CLÉO EL ESTA
CREATIVE DESIGNER



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PROFILE

My name is Cléo El Esta - (Osta) and I am a Graphic Designer with more than 12 years of Experience in the Digital & Print Design Industry. My passion for design, creativity and thinking outside the box, motivates me to create something new each day. With a keen eye to details and organizational skills, I have the ability to both, work well within a team, as well as manage other designers and coordinate with them to deliver a certain project. I recently moved to Canada and I am currently looking for a challenging job opportunity be it in design or in art direction.

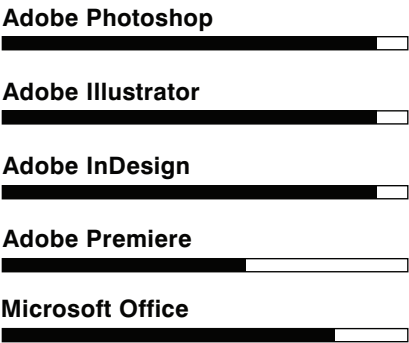
Cleo Osta

EDUCATION

2008-2010
Master Degree in Graphic Design,
University Saint Esprit of Kaslik (USEK)

2005-2008
Bachelor of Arts in Graphic Design,
University Saint Esprit of Kaslik (USEK)

COMPUTER SKILLS



DESIGN SKILLS

Branding & Corporate Identity Guidelines,
Art Direction, Typography, 2D Illustration,
Photography, Photo Editing & Retouching,
Web Design, Social Media, Simple Animations,
Icons and user interface (UI), E-Commerce,
Digital & Print Design

CERTIFICATES

HARVARD ManageMentor
Completion of online courses:
Stress Management, Decision Making,
Delegating, Strategic Thinking

BOOKS

Who moved my Cheese - Dr Spencer Johnson
The Leadership Skills Handbook - Jo Owen

INTERESTS

Sports, Music, Dance, Travel, Arts & Crafts
Member & Chief of Girl Scouts for 14 years

WORK EXPERIENCE

2014-2022 Senior Graphic Designer | Beesline Intl.
Beesline is a leading ISO 9001 and GMP (ISO 22716) certified natural cosmetic brand in the MENA region.

- Responsible for all the branding, identity guidelines & art direction of the brand
- Assisting the marketing department with their seasonal campaigns concept and design creation such as summer campaigns, product launches etc.
- Creative Themes for Social Media depending on digital trends:
Overall Moodboard with Color palettes, Fonts, Illustrations, Design Styles, for seasonal campaigns: Christmas, Valentine, Woman's Month, Ramadan, Summer
- Ads & Social Media Visuals: Design appealing visuals for sponsored ads, posts and videos for social media platforms. Along with Weekly Instagram Stories and Greeting Posts for all the different markets/countries Beesline is in
- Digital Designs for Ecommerce: Designing Website Banners, Bundle Pictures, POP ups, E-Newsletters for Beesline website or other platforms
- Print Designs for Social Media: Design Cards for Influencers, Packaging, Greeting Cards, Fact Sheets, Promotional Items related to certain campaigns

2018-2021 Owner & Designer of Small Business | @Cleopatrabycleo
CREATIVE PATCH WITH A SPECIAL MATCH: The concept is about creating high end designed patches and applying them manually on several fashion items such as T-shirts, Sweatshirts, Baby Onesies in addition to canvas pouches and aprons. Ready-made collections as well as customized designs upon every person's taste.

2013-2014 Freelance Projects:
Project at PixelMob, Design all Printings for Star Academy 9
Digital Design for Fashion Website at AziaaMode

2010-2013
Graphic Designer | Feedback Advertising Agency

- Branding & Print Designs for Feedback's Clients: logos, business cards, calendars, posters, greeting cards, catalogs, flyers and other promotional items.
- Follow up and communication with Clients on design tasks
- Follow up with suppliers and printing press, on the printing process and the quality of the finished product, along with getting the best quotations/prices for the requested specifications.

2009 Pre-Graduation Training at GHPP Printing Press

LANGUAGES



ORGANIZATIONAL SKILLS

Working Under Pressure • Meeting Squeezed Deadlines • Multi-Tasking
Attention to Details • Very well Organized • Research, Concept & Creation
Project Management • Time Managment • Communication • Leadership