



# LALUZ . ELI SAADEH

GRAPHIC ALCHEMIST AND ILLUSTRATOR

*Hello*

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*My name is Eli Saadeh, and I am working at the intersection of brand identity, product design, web design and illustration, with more than 8 years experience.*

**MY AIM IS: INFLUENCING PRODUCTS TO BE USED AND LOVED BY MILLIONS.**

*Take your time to check out my resume, see my skills, and when you are ready drop me a message.*

## CONTACTS

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*I started to build up my powers in 2008, from my school time began taking an interest in arts and designing. By the time I had mastered in drawing, creating concepts, designing, creating typefaces and products.*

*I dream of mastering technologies and becoming one of the top-rated designers. Participating in big design contests and facing extreme challenging works is one of my hobby.*

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## EDUCATION

Collège des Saints Coeurs I Kafarhabab - Lebanon

**Brevet I 2007**

Lycée officiel Ghazir I Ghazir - Lebanon

**Lebanese Bac II . Sociology & Economics I 2010**

Arab Open University I Baabda - Lebanon

**Business and Finance I 2011 I *not accomplished***

University of Holy Spirit I Kaslik - Lebanon

**Bachelor of Draphic Design & Advertising I 2015**

Domestica Oline Courses

Daily Sketching for Creative Inspiration, by Sorie Kim I 2021

Exploratory Sketchbook: Find Your Drawing Style, by Sarah van Dongen I 2021

Figure Drawing for Beginners, by by ZURSOIF Miguel Bustos Gómez I 2022

Introduction to Avid Media Composer, by Raúl Barreras I 2022

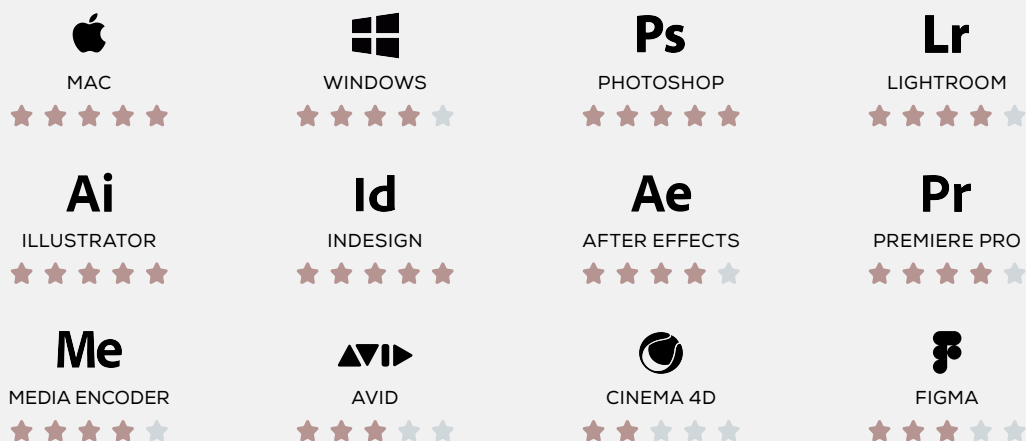
3D Character Modelling with Cinema 4D for Beginners, by Luke Doyle I 2022

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## COMPETENCIES



## SOFTWARES



## EXPERIENCE

Brand Designer | ADEK | Riyadh - KSA

Brand strategy, visual identity, brand guidelines, packaging, social media layout and content.

AUGUST 2019 | SEPTEMBER 2022

Design Artist | NIDAA AL WATAN | Ashrafieh - Lebanon

Editorial design, newspaper layout, and caricature

JANUARY 2020 | Till now

Senior Graphic Designer | D&O . Digital and Offset solutions | Kaslik - Lebanon

Basic graphic design tasks and jobs, receiving and preparing files for printing, coordinating with the production team.

APRIL 2017 | AUGUST 2017

Instructor of art and product design | THE LITTLE DESIGNER | Kaslik - Lebanon

Helping kids and school students to develop critical thinking, creative expression, and essential skills, through arts and product design.

SEPTEMBER 2017 | Till now

Junior Art Director | CREDOU | Kaslik - Lebanon

Plan, assist, and execute the design and creative projects, including websites, emails, brand strategy, visual identity, brand guidelines, packaging, social media, events and ad campaigns.

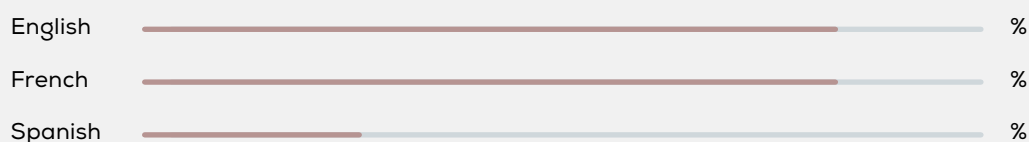
AUGUST 2015 | Till now

Starter Graphic Designer | PRINTHOUSE | Kaslik - Lebanon

Logo design, packaging, creating concepts, receiving and preparing files for printing.

JUNE 2014 | JULY 2015

## LANGUAGES



## AWARDS

Best label design | DUBAI OLIVE OIL COMPETITION | UAE - Dubai

*Gold medal | 2022*

The Lebanese Traditions Best Designer | USEK | Kaslik - Lebanon

*First prize | 2015*

Best Poster Advertising | CCCL | Beirut - Lebanon

*Fourth prize | 2014*

Best Packaging of the Year | Liban Pack | Beirut - Lebanon

*Fourth prize | 2013*

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## HOBBIES

Reading astronomical articles, watching documentaries, sketching, drawing and painting, experiencing new materials, creating new typography, surfing the web, rescuing animals, photography, discovering nature.