

Taher Beaini

Multimedia Designer/ Graphic Designer/ Video Producer

Address: Beirut, Lebanon | Phone: +961 71 581 467

Email: t.beainy1@gmail.com

LinkedIn: <https://www.linkedin.com/in/taher-beainy-518451225/>

Portfolio: [Taher Beaini](#)

Summary

Creative Multimedia and Graphic Designer with 5+ years of experience in brand identity, digital content creation, and video production across events, education, and tech sectors. Skilled in Adobe Creative Suite, Blender, and Squarespace, with a strong focus on tailored presentations, social media marketing, and collaboration to elevate brand visibility. Proven record in enhancing client engagement, achieving high pitch success rates, and boosting attendance and enrollment through impactful design

Experience

Multimedia Designer – 10/2023 to Present

ArtBeat Event, Beirut, Lebanon

- Developed and delivered tailored presentations to pitch ideas effectively, showcasing products and services customized to align with each event's specific theme, driving customer engagement and interest.
- Designed and produced event-specific branding materials—including logos, photobooth backdrops, banners, flags, and posters—to meet client requests and elevate event experiences. Successfully created branding elements for over 60 projects, with a pitch acceptance rate of more than 50%, while closely coordinating with the production team to ensure quality.
- Enhanced over 300 event elements through image editing using Photoshop, creating visually appealing stage designs, reception desk visuals, and photo booth concepts. Provided drafts to 3D artists to achieve final designs that met client expectations.
- Assisted the production team lead in managing creative elements by interpreting briefs, collaborating with the 3D artist, and refining designs to align with client preferences, ensuring smooth project execution.
- Collaborated with sister branches to enhance event offerings, providing team-building game ideas from branch catalogues for events, including support for requests from branches outside Saudi Arabia, such as Qatar.
- Supported sister branches with digital marketing efforts, occasionally creating social media posts and promotional videos using After Effects to drive event attendance and engagement through compelling call-to-action content.

Video Producer | Video Editor – 01/2022 to 02/2023

Future 10X, Dubai, United Arab Emirates (Remotely)

- Completed over 50 multimedia projects, including videos, stories, and reels, for a range of start-ups and established businesses, successfully boosting their online presence and audience engagement.

Graphic Designer – 02/2022 to 12/2022

EggNations NFT, Baakleen, Lebanon (Remotely)

- Designed the brand's logo and website using the Squarespace platform and created diverse social media content to establish a presence on platforms like Twitter and Instagram.
- Developed a promotional video that served as a trailer for the product, leveraging it in social media marketing campaigns to boost brand visibility.
- Trained in 3D modeling using Blender, creating, refining, and rigging 13 unique characters for EggNations, setting them in compositions that served as the final product.

Graphic Designer – 01/2021 to 12/2021

Octopus Cybersecurity, Dubai, United Arab Emirates (Remotely)

- Created a PowerPoint presentation for the team's pitch, enabling them to effectively showcase their ideas with clarity and impact.
- Designed business cards aligned with the company's brand identity, enhancing their professional image.
- Produced a video highlighting the product's services, which was subsequently featured on the company's

website to engage visitors.

- Redesigned the company's brand identity, including a refreshed logo and business cards, elevating their presence for Expo 2022 in Dubai.

Graphic Designer – 11 2018 to 11 2019

The University of Dubai, Dubai, United Arab Emirates (Remotely)

- Successfully completed over 100 projects developing marketing collateral—including banners, roll-ups, posters, brochures, and videos—promoting various university activities and events.
- Produced materials to highlight new degrees and special classes, driving increased enrollment and attendance at university events.

Education

Bachelor's Degree in Advertising Arts

Lebanese University, Lebanon

Achievement

- Successfully completed a nonprofit project as the illustrator for the children's book *The Day the World Went Boom*, created to support children in Lebanon following the August 4th blast. Written by Hala & Asmahan Saleh and published by Hachette Antoine, the book's proceeds were donated to charity. This project not only contributed to a meaningful cause but also garnered recognition, leading to a new collaboration with another author on an ongoing project – 2020
- Developed an infographic video for the start-up agency MOONMARC, supporting their idea pitch for International Robotics Tank Solutions (IRTS). The video received high praise, leading to additional project opportunities with the agency and establishing a strong collaborative relationship. - 2016

Skills & Expertise

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|------------------------|-----------------------|
| • Illustrator | • Teamplay |
| • Photoshop | • Creativity |
| • After Effect | • Communication |
| • InDesign | • Collaboration |
| • Knowledge in Premier | • Adaptability |
| • Knowledge in UX UI | • Attention to Detail |
| • Clip Studio Pro | • Problem-Solving |
| • Knowledge in Blender | • Time Management |
| • Typography | • Teamwork |
| • Sketching | • Client-Focused |
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Languages

Arabic: Native | **English:** Fluent | **Frensh:** Fluent |