

# MONAH BOU SAADA

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## SUMMARY

Innovative and detail-oriented Graphic Designer with 4+ years of experience in developing engaging visual content across various industries. Proficient in Adobe Creative Suite, a range of design tools, and Artificial Intelligence applications, with exceptional organizational skills and the ability to manage multiple projects effectively. Strong communication skills enhance my expertise in branding, visual storytelling, and creative solutions. Demonstrated success in delivering impactful graphics, executing strategic design initiatives, boosting brand recognition, and enhancing social media engagement. Eager to apply my graphic design skills, to drive organizational growth and success.

## EXPERIENCE

**Muze Entertainment**, Beirut, Lebanon / Riyadh, Saudi Arabia

**Graphic Designer**

December 2022 – Currently

- Edited, customized, and optimized images to enhance visual appeal for various projects.
- Utilized Adobe Photoshop and Illustrator to tailor images in accordance with brand guidelines.
- Developed engaging presentations and designs that effectively conveyed clients' visions.
- Designed advertising materials, including costumes and mascots, to support brand initiatives.
- Successfully completed over 250 projects for clients, delivering visually impactful designs.

**Foodo Digital**, Shouf, Mt. Lebanon

**Graphic Designer**

July 2022 – December 2022

- Created visually compelling posters, brochures, and advertisements to enhance brand visibility.
- Collaborated with clients to define design objectives and ensure their vision is effectively translated into compelling visuals.
- Created engaging graphics optimized for various social media platforms to maximize audience engagement.
- Implemented video editing and sound design techniques to enhance content and improve viewer interaction.
- Designed promotional materials such as stickers, and marketing assets to establish a strong brand identity.
- Presented drafts and concepts, achieving a 75% approval rate on first submissions.

**Halabi Fam**, Melbourne, Australia

**Graphic Designer (Freelance/Remote)**

August 2021 – Currently

- Worked with clients to identify design goals, creating customized visuals that reflect their brand vision.
- Developed promotional materials, including banners and flyers, to effectively support campaigns.
- Designed graphics and edited videos for social media, boosting engagement by up to 65%.

## EDUCATION

**Lebanese University Faculty of Fine Arts and Architecture (LU), Deir Al Qamar**

October 2018 – August 2021

- Bachelor's degree of Arts in Design and Applied Arts

## PROJECTS

**Neom Saudi Arabia,**

**Freelance Graphic Designer**

July 2024 – September 2024

- Designed posters and banners in accordance with the brand guidelines of Neom to ensure consistency and alignment with brand identity.

## **PROFESSIONAL SKILLS**

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- Advanced Creative Concept Development
- Expert Typography and Layout Design
- Proficient Digital Illustration Techniques
- Comprehensive Branding and Identity Design
- Strong Visual Communication Skills
- Exceptional Attention to Detail and Accuracy
- Leadership in Collaboration with Cross-Functional Teams
- Software Proficiency Adobe Creative Suite: Illustrator, Photoshop, After Effects
- Social Media Platforms Proficiency
- Audience Engagement and Community Building Skills

## **LANGUAGES**

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- Arabic: Fluent – Native
- English: Advanced – Proficient
- French: Beginner