

Personal Brand Statement

Designing disruptive, next-gen brand experiences that drive engagement, inspire culture, and accelerate growth.

Summary

Creative, culture-driven Graphic Designer with 3+ years of experience crafting disruptive visual solutions across digital and print. Skilled in delivering high-volume, high-quality assets at startup speed, blending bold creative vision with strategic brand consistency. Proven ability to innovate, optimize workflows, and create designs that drive engagement and sales. Passionate about shaping next-gen brand experiences through trend-led storytelling and independent creative leadership.

Experience

Graphic Designer | Modern University for Business and Science (MUBS) | 2024–Present

- Produced 30+ multi-format assets weekly (animations, e-posters, billboards, brochures, social media, etc.).
- Strengthened collaboration with communications and marketing teams to speed up project lifecycles.
- Innovated visual layouts based on emerging design trends to enhance campaign performance.

Freelance Graphic Designer | Lebanon, UAE, KSA, London | 2019–Present

- Delivered branding, rebranding, and advertising assets across fashion, tech, and lifestyle sectors.
- Managed multiple projects simultaneously with consistent on-time delivery and high creative standards.
- Conducted brand audits and implemented strategic visual updates to boost client engagement.

Graphic Designer | SkyMark Fzco, Dubai | 2023

- Developed cohesive brand visuals across marketing campaigns and product launches.
- Led consistency initiatives, refreshing outdated assets for improved brand positioning.

Graphic Designer & UI/UX Consultant | Abedson, Jordan | 2023

- Designed user-centric web and mobile app interfaces, increasing usability and brand affinity.

Graphic Designer | Moonmarc, KSA | 2022

- Created viral social media content, directly increasing Instagram engagement and client acquisition.
- Collaborated cross-functionally to produce disruptive campaign visuals aligned with brand strategies.

Education

Bachelor's Degree in Graphic Design

Modern University for Business and Science, Lebanon | 2023

Erasmus Program

La Sapienza University of Rome, Italy | 2021

Workshops and Seminars

- Workshop Facilitator, Graphic Design Career Insights (2021–2024)

Community Impact

- Designed promotional materials for nonprofit events, increasing community event engagement (2021–2023).
- Organized workshops on sustainability and eco-friendly living for local youth initiatives (2022).

Skills

- Branding & Visual Identity
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Motion Graphics & Animation
- UI/UX Design
- Project Management & Workflow Optimization
- Trend-Led Content Creation
- Strategic Creative Thinking
- Communication & Team Collaboration

Languages

Arabic: Native | English: Fluent | Italian: Basic | French: Basic