

MARIAM ASSAAD

GRAPHIC DESIGNER

I'm a curious and idea driven graphic designer who thrives on bringing fresh, original concepts to life. I approach every project with a desire to challenge myself creatively and push beyond the obvious. With a sharp eye for detail and a thoughtful, intentional process, I craft design solutions that are not only visually striking but also rooted in clear thinking.

ABOUT ME

Nationality: Libanese

CONTACT

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Portfolio: <https://tinyurl.com/mpphp7nw>

LANGUAGES

Arabic: Native

English: Advance

French: Intermediate

Software Proficiency

• Adobe



• Savage Interactive



Design Skills

Branding & Logo Design

Packaging Design

Motion Graphics

EDUCATION

- Bachelor of Arts in Graphic Design (2022 – May 2025)
- GPA: 3.3 /4.0

EXPERIENCES

City Glo Cosmetics Product - Lebanon

Branding & Packaging design

Personal Project - 2024

- Created a full visual identity for a fictional teen makeup brand inspired by the bold energy of glowing up for a night out.
- Designed a vibrant and confident branding system with a glowing aesthetic: logo, typography, color palette, and brand guidelines
- Developed lipstick packaging that reflects the feeling of nightlife, shine, and self-expression
- Designed business cards and a bifold brochure to promote the brand's bold, radiant identity

Pasta W7abaa Restaurant - Abidjan, Nigeria

Freelance – 2024

- I designed an A4-sized menu for Pasta Whabba, a restaurant offering a diverse selection of pasta, burgers, and sandwiches. The goal was to create a visually engaging and well structured layout that captures the essence of all three categories while maintaining a high consistent & attractive design style.