

# 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

Cell: + 961 76086057

Email: mariamassaad449@gmail.com

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.