

# HASSAN BALLOUT

## Graphic Designer

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### EXPERIENCE

#### Graphic Designer

##### Istikbal

- 01/2025 - Present      Beirut, Lebanon
- Created daily social media posts and stories, ensuring engaging and consistent brand communication.
- Conducted in-showroom photography and performed photo/video editing for high-quality content across platforms.
- Designed impactful billboards that were distributed nationwide, from North to South Lebanon.
- Coordinated with 9 store branches to ensure all featured products on social media were accurately available in stock.
- Designed new business cards for the company, maintaining brand consistency.
- Produced professional, results-driven ads for social media, clearly communicated.
- Organized content in a clear, sympathetic folder structure to streamline category access and usage.
- Designed internal branding materials such as employee vouchers and name tags.
- Contributed to the growth of Istikbal Lebanon's Instagram page, helping it reach the milestone of 100K followers.

#### Graphic Designer

##### Feels Like Shiruku

- 01/2024 - 09/2024      Beirut, Lebanon
- Enhanced brand visuals through expert photo editing and the production of high-quality look-books, elevating brand perception and engagement.
- Developed innovative packaging and print materials that aligned with brand identity, boosting customer recognition and loyalty.
- Improved organizational efficiency by creating and managing comprehensive Excel sheets tailored to project needs.
- Crafted compelling brand presentations that effectively communicated key concepts, driving stakeholder understanding and engagement.

#### Graphic Designer - SM Account Manager

##### AI Ahmar Marketing

- 06/2023 - 12/2023      Beirut, Lebanon
- Produced engaging social media content for diverse businesses in the UAE and Lebanon, strengthening digital presence and user interaction.
- Ensured client satisfaction by accurately capturing meeting briefs and delivering solutions that exceeded expectations.
- Streamlined processes by collaborating with cross-functional teams, fostering a culture of continuous improvement.
- Provided exceptional customer relations, resolving client issues promptly and consistently maintaining high satisfaction levels.

#### Freelancer UX / UI

##### Projects

- behance.net/hassanballout

### TRAINING / COURSES

##### AI Marketing - by Talent Du

Completed an in-depth course on leveraging AI tools in digital marketing, focusing on enhancing campaign effectiveness, automating processes, and optimizing data-driven strategies for superior customer engagement and ROI

### SUMMARY

Creative and dynamic Graphic Designer with a strong foundation in visual storytelling, branding, and digital content creation. Experienced in crafting impactful designs across various platforms including social media, print, and advertising. Skilled in photography, video editing, and layout design. I bring a mix of creativity and business understanding to each project.

### EDUCATION

#### Bachelor's degree in Multimedia

ALBA (Academie Libanaise des Beaux Arts)  
2020 - 2024      Beirut, Lebanon

#### Associate Diploma in Digital Marketing

LAU (Lebanese American University)  
09/2024 - 12/2024      Beirut, Lebanon

### LANGUAGES

English Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
French Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>
Arabic Proficient	<div><div></div><div></div><div></div><div></div><div></div></div>

### SKILLS

Adobe Illustrator	Adobe Indesign	
Adobe Photoshop	Adobe Premiere	
Adobe XD	Excel	Figma
Photo Editing	Video Editing	
Photography		

### PASSIONS

Marketing
Artificial Intelligence
Social media