



PERLA YOUSSEF

Graphic Designer

Contact

- ☎ 00961 76 18 19 24
- ✉ perlaysf@gmail.com
- 📍 Mansourieh

Education

2014-2018

Lebanese international university
Bachelor of Graphic Design

2013

Sainte famille francaise
Scientific bac

Skills

- Multilingual Communication:
- Fluent in Arabic; proficient in English and French.
- Software Proficiency:
- Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Microsoft Office (Excel, PowerPoint, Word, Outlook).
- Interpersonal & Sales Skills:
- Strong people skills and client engagement.
- Experience in product promotion and brand representation.
- Confident, persuasive, and approachable.
- Organizational Skills:
- Professional front-desk management.
- Excellent multitasking and time management.
- Fast learner, adaptable, and solution-oriented.

About Me

I am a creative and dynamic professional with a strong background in graphic design, promotional sales, and music. Fluent in Arabic, English, and French, I excel at engaging with diverse audiences and delivering compelling visual narratives. With a proven ability to blend artistic vision with technical expertise, I bring both creativity and professionalism to every project. My experience in product promotion has honed my people skills and reinforced my strong work ethic, while my proficiency in industry-standard software enables me to produce high-quality designs that meet the needs of modern businesses. Passionate, adaptable, and constantly learning, I am dedicated to contributing innovative solutions and a positive presence to any team.

Experience

Brand Promoter / Product Presenter
Freelance – Various Brands (via Promotions Agencies),
Metn, Lebanon
2017 – 2020 (approx.)

Promoted specific products in supermarkets, malls, and public events
Presented product features, offered samples, and encouraged customer engagement
Communicated with customers in Arabic, English, and French
Helped boost product visibility and sales through persuasive and friendly interaction
Adapted to different brand styles and campaign goals quickly and professionally

Freelance Graphic Designer & Songwriter
Self-Employed – Metn, Lebanon
2018 – Present

Designed logos, visual identities, posters, and social media content for clients
Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Created original music and melodies, developing a personal artistic brand
Managed creative projects from concept to completion with a focus on quality and style