

# Shadi Hassanieh

## Graphic Designer

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I'm a graphic designer with a passion for transforming ideas into vibrant visuals. With high attention to detail and a strong creative vision, I deliver designs that align with modern trends. I'm eager to bring energy and innovation to every project.

### WORK EXPERIENCE

#### Graphic Designer UCCM, Beirut

Aug 2023\_ Present

- Design social media posts, flyers, promo for private label brands, maintaining consistent visual identity.
- Develop creative themes for promotional offers and campaigns.
- Create product label designs for private label items, ensuring compliance with brand guidelines and market appeal.

#### Graphic Design Intern (Remote) Cavaliero Travel, Byblos, Lebanon

May 2025\_July2025

- Designed engaging social media posts, stories, and digital ads to promote travel offers and seasonal campaigns.
- Created print and digital materials including voucher cards, roll-ups, and banners for events and in-store promotions.
- Adapted designs to fit various formats and platforms, ensuring visual appeal, and alignment with marketing objectives.

#### 3D Design Intern (Remote) Brand Aid, Kuwait

Dec 2024\_Feb2025

- Developed 3D stand designs and layouts using 3ds Max to visualize production concept.
- Designed merchandise materials such as strips and wobblers to support brand promotion.
- Prepared high-quality 3D renderings to assist in client presentations and project approvals.

#### Graphic Design Freelance

Nov 2023 \_ Present

- Developed brand identities, including logos, color schemes, and typography, for new brands and online stores.
- Designed marketing materials, including brochures, posters, and social media.
- Managed multiple projects simultaneously, ensuring timely delivery and adherence to client specifications.

### EDUCATION

#### Bachelor of Arts in Visual Communication, Lebanese University 4th Branch, Deir El Qamar

November 2021 \_ June 2024

### SKILLS

Adobe Illustrator	Skillful	3ds Max	Skillful
Adobe Photoshop	Skillful	Customer Service	
Figma	Skillful	Ability to Work Under Pressure	

### COURSES

#### Graphic Design Course, Park Innovation

March 2025 \_ April 2025

#### 3ds Max, Modeling and Rendering, Udemy

Oct 2024 \_ Dec 2024

#### Graphic Design Course, CIS College

Aug 2024 \_ Oct 2024