

Kalin Rita DerKatchadourian

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SUMMARY

Multilingual Creative Strategist, Graphic Designer, and Strategic Marketer with a BFA in Graphic Design & minor in Art History from the American University of Beirut, and an MSc in Strategic Marketing from Imperial College London (ranked 2nd in the World). I merge creative vision with strategic marketing intelligence to craft brand identities, digital experiences, and campaigns that resonate across cultures. Grounded in brand identity, UI/UX, and web design & development, I combine visual storytelling with customer insight to design cohesive, service-oriented, and emotionally engaging brand systems. Skilled in campaign ideation, crisis communication, and experience-driven design, I aim to balance aesthetics with performance and purpose across every touchpoint.

PROFESSIONAL EXPERIENCE

Brandmint — Graphic Designer (Full-Time), Lebanon

Sep 2023 | Oct 2024

- Developed branding for Food & Beverage, Hospitality, Law, Services, Retail, Lifestyle, and Wellness industries, creating tailored creative designs for each sector
- Designed logos, brand identity systems, packaging, and branding decks for clients, including Cremino, Nuage Bistro, Bar Tartine, The Platform, Tik, Tropic, Harat Restaurant (KSA), Haz, and Khalil Associates, ensuring cohesive and distinctive brand visuals
- Closely collaborated with senior designers and video editors to maintain brand consistency and elevate visual storytelling across all content formats
- Gained expertise in professional design practices across branding, packaging, and editing, applying Adobe Creative Suite to produce high-quality deliverables

Leo Burnett, Publicis Groupe — Graphic Designer (Internship), UAE

Jun 2022 | Aug 2022

- Designed visuals for World Cup 2022 McDonald's promotions, thinking of a solid design statement as a template to be used across all visuals for the various prizes of the McDonald's-sponsored World Cup
- Engaged in McDonald's GCC "Delivery Champions IDL" campaign certificate, trophy, and poster designs
- Developed megacomm (horizontal) and mupi (vertical) billboard designs for McDonald's GCC "Food Trust" campaign
- Mapped out, outlined, and generated layouts for McDonald's GCC's "SSO Playbook"
- Produced storyboards and delivered animations dedicated to Takis Blue Heat Tortilla and Fuego products for social media posts, which generated 100k+ impressions

Connect Fit — Graphic Designer (Freelance), UAE, Remote

Jun 2021 | Jul 2022

- Co-developed the brand identity and design, closely collaborating with the leading personal trainer
- Designed intros and outros for Mindfulness Practice videos, considering the client's niche target audience

Bijouterie Originale — Social Media & Web Designer (Freelance), Lebanon

Jun 2020 | Jun 2022

- Established and coded a website for Bijouterie Originale, leveraging UI/UX, HTML, CSS, and JavaScript knowledge
- Designed the brand's website using UI/UX principles to merge aesthetic appeal with functional design and smooth user-experience
- Applied design thinking and graphic design skills to refresh and strengthen the brand's visual identity

The Skin Doctors — Social Media Designer (Freelance), Lebanon

Mar 2021 | May 2022

- Developed the company's identity alongside the dermatologists
- Generated templates applying Adobe Creative Suite for seamless social media posts
- Enhanced imagery quality, which resulted in a 70% engagement increase across social media pages

EDUCATION & CERTIFICATIONS

Imperial College London, United Kingdom

2023 | 2025

MSc [Master of Sciences] in Strategic Marketing, with Distinction, Imperial College Business School

The Brandtech Group, United Kingdom

Apr 2025

Certificate- Pencil Pro, AI-powered platform for automated ad creation and optimization

LVMH, Online

Dec 2024

Certificate- Inside LVMH, exploring the luxury group's values, creativity, innovation, and expertise across its maisons

Exactimo, United Kingdom

Sep 2023

Certificate- Imperial College Digital Bootcamp by Frederic Kalinke

American University of Beirut, Lebanon

2019 | 2023

BFA [Bachelor of Fine Arts] in Graphic Design & minor in Art History, with Distinction, Department of Architecture and Design
Prestigious first prize winner of the Areen Projects Award for Excellence in Graphic Design with my thesis project, "KNZ: Institute of Crafts & Technology"

LANGUAGES

- English: Native
- Armenian: Native
- Arabic: Native
- French: Fluent

IT SKILLS & KNOWLEDGE

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD), Glyphs, Figma, SEO & SEM Tools (Google Analytics, SEMrush, HubSpot, Ahrefs), MS Office, Photography, Animation, Illustration, Editing, Drawing, Etching