

# Mariam Chehab

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## GRAPHIC DESIGNER

Creative and detail oriented graphic designer with experience in branding, visual storytelling, and digital design. Skilled in developing cohesive design assets across print and digital media. Strong attention to detail and committed to meeting deadlines

## WORK EXPERIENCE

### ITP Media Group

12/2025 - 2/2026

#### Freelance Graphic Designer

- Worked on Burger King campaign key visuals, including print and digital assets as well as social media content.
- Prepared thumbnails for Mazaj Channel and Top Gear.
- Created and managed Top Gear social media assets, adapting content for multiple platforms
- Prepared print-ready production files for samsung's event.

#### Junior Graphic Design Intern

07/2025 - 11/2025

- Assisted in visual content editing for Top Gear Middle East, adapting imagery across multiple formats for web and Instagram.
- Optimized graphics and layouts to ensure high-quality, platform-specific visual storytelling.
- Developed a collaborative branding project, supporting the development of brand identity and creative strategy.

### United Reflections

03/2025 - 06/2025

#### Graphic Design Intern & Social Media

- Created and developed creative social media posts, product ads, and website banners aligned with the brand's visual identity.
- Used Adobe Photoshop and Illustrator to create high-quality visuals for digital marketing campaigns.
- Managed the content calendar and scheduled posts across social platforms to boost brand engagement.
- Experimented with AI-generated imagery to enhance the creativity and efficiency of product ad concepts.
- Collaborated with the marketing team to ensure brand consistency.
- Conceptualized a successful social media advertising campaign that featured product ads and visual storytelling, earning recognition from senior leadership as a top performing campaign.

## SENIOR PROJECT

### PlantFix Branding & Digital Platform Design

- Innovated PlantFix, a digital first brand and online platform aimed at supporting plant owners through expert advice, shared experiences, and a connected community.
- Created a full visual identity system, including logo, color palette, typography, and brand guidelines tailored to a nature-inspired, nurturing feel.
- Established a responsive website using Adobe XD, focusing on user-friendly navigation and engaging user experience (UX).
- Produced dynamic content including a logo animation using After Effects as part of the website intro to enhance brand storytelling.

## EDUCATION

### Bachelor of Arts in Graphic Design

10/2022 - 06/2025

Lebanese International University

## LANGUAGES

**Arabic** : Mother Tongue

**French** : Fluent (DEL F B2 Certified)

**English** : Intermediate

## SKILLS

**Skills & Expertise:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, XD, After effects). AI-Assisted Image Creation ,attention to detail, critical thinking.