

Maria Lteif

Graphic Designer | Visual Communicator | UX/UI designer

Bsalim, Mount Lebanon, Lebanon | 12/08/2002

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Portfolio:  Portfolio_MariaLteif

<https://drive.google.com/drive/folders/1HiA7N9uRovAXc6574Ep-gu13liL3Cdi2?usp=sharing>

Education

- **Master's Degree in Graphic Design & Visual Communication**
Lebanese University, FBAA2 Beirut
2023 - 2025
- **Bachelor's Degree in Graphic Design**
Lebanese University, FBAA2 Beirut
2020 - 2023

Experience

Creative Director & Brand Designer – Political Campaign

HARIK | Freelance | Nov 2025 – Present

Matn District, Mount Lebanon, Lebanon

- Led the creative direction and visual strategy of a political campaign from concept to execution.
- Designed the campaign identity and large-scale outdoor visuals, ensuring consistency across all channels.

Brand & Graphic Designer – Company Profiles (Oil, Gas, Energy & Architecture)

Capital Gas S.A.L. | Freelance | Dec 2025 – Jan 2026

Middle East & Africa · Hybrid

- Designed high-end corporate company profiles for international engineering and energy groups.
- Structured technical content and industrial visuals into clear, bilingual (EN/AR), investor-ready presentations.

Graphic Designer – Company Profile & Architectural Visuals

Aa'li alneel for contracting Co . LTD | Freelance | Nov 2025 – Dec 2025

Beirut, Lebanon · Hybrid

- Retouched architectural renders to enhance realism, lighting, and material quality.
- Designed a professional company profile for a contracting company.
- Created architectural mockups showcasing projects, expertise, and technical capability.

Graphic Designer – Company Profile & Architectural Visuals

Advanced Technical for trading & general contracting | Freelance | **Oct 2025**

Baghdad, Iraq · Remote

- Designed a corporate company profile for a contracting company.
- Enhanced architectural visuals and refined layouts to communicate credibility and precision.

Brand & Packaging Designer – Cosmetic & Pharmaceutical Projects

BRAVADO | Freelance | **Apr 2025 – Jun 2025**

Beirut, Lebanon · Remote

- Created brand identity and logo system for a beard oil & balm line.
- Designed premium packaging and labeling aligned with pharmaceutical standards.
- Prepared production-ready files and supervised print quality and consistency.

UI/UX & Web Designer – Marine Engineering Website Redesign

Mouawad Consulting | Freelance | **Feb 2025 – Apr 2025**

Norway · Remote

- Redesigned a marine engineering company website to be modern and engaging.
- Structured content for clarity and intuitive navigation.
- Collaborated with developers to ensure smooth implementation.

UI/UX Designer – Private Marine Data Platform

Mouawad Consulting | Freelance | **Oct 2024 – Jan 2025**

Canada · Remote

- Redesigned a complex marine data platform for improved usability and accessibility.
- Simplified filtering systems and optimized navigation for data-heavy environments.
- Applied strong visual hierarchy and interaction clarity.

UI/UX Designer – Factory Touchscreen System

Delta Beverages INC | Freelance | **Oct 2024 – Nov 2024**

Canada · Remote

- Redesigned a touchscreen system for a beverage factory.
- Focused on accessibility, large buttons, and intuitive color coding.
- Improved workflow efficiency and user confidence.

UI/UX & Brand Designer – AI Platform

Nemo powered by INNOVUM | Freelance | **Feb 2024 – Nov 2024**

Switzerland · Remote

- Designed the full UI/UX for an AI-powered data platform.
- Built the brand identity including logo and visual guidelines.
- Created data visualizations turning complex information into readable insights.

Packaging & Visual Designer – Marine Industry

URSA essential water system | Freelance | **Feb 2024 – Oct 2024**

Oslo, Norway · Remote

- Designed full packaging systems for a marine water filtration product.
- Created banners, rollups, and exhibition visuals for international events.
- Developed communication materials explaining filtration processes visually.

Web Designer – Environmental Data Platform (Ballast Water Management)

BWIP | Freelance | **Mar 2024 – May 2024**

Norway · Remote

- Designed the UI and overall visual direction of a marine environmental website.
- Simplified regulatory and technical content into accessible layouts.

Graphic Designer – Logo Redesign & Stationery

AMEC Construction | Freelance | **Jan 2023 – Apr 2023**

Beirut, Lebanon · Remote

- Redesigned corporate logos and branding systems for construction companies.
- Applied branding to stationery, signage, and large-format prints.

Illustrator & Animator – Video Game Studio

Video Game Studio · Internship | **Sep 2022 – Dec 2022**

Beirut, Lebanon · On-site

- Created background, props, and environment illustrations.
- Contributed to animation workflows and visual storytelling.
- Supported world-building through concept art and digital painting

Software Skills

Adobe Creative Suite:

- Adobe Illustrator (Expert)
- Adobe Photoshop (Expert)
- Adobe InDesign (Proficient)
- Adobe After Effects (Expert)
- Adobe Premiere Pro (Proficient)
- Adobe Fresco (Expert)
- Adobe Lightroom (Familiar)

Other Software:

- Figma (Proficient)
- WordPress (Familiar)
- Blender (Familiar)
- Procreate (Expert)

Creative Skills

- Brand Strategy & Identity Design
- Industrial & Technical Visual Communication
- Corporate & Engineering Communication Design
- UI/UX for Data-Driven & Industrial Systems
- Information Design & Data Visualization
- Company Profile & Technical Presentation Design
- Large-Scale & Outdoor Visual Communication
- Packaging Design for Industrial & Medical Products
- Experiential & Spatial Branding
- Art Direction & Visual Systems
- Motion Design & Visual Animation
- Concept Development & Visual Direction
- Architectural & Industrial Visual Enhancement
- Digital Platform Design (Web & Interfaces)
- Visual Communication for Infrastructure & Energy Projects

Certifications

- **Career Blueprint for Graphic Designers**
Bridge the Gap Training Center | 2023

Languages:

- Arabic (Native)
- English (Fluent)
- French (Fluent)