

Roua Al Zoughbi

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PROFESSIONAL SUMMARY

Creative and detail-oriented Senior Graphic Designer with a passion for crafting unique visual identities. Experienced in branding, logos, digital art, and printing, with a strong ability to bring creative ideas to life. Adept at visual storytelling and delivering compelling designs that align with brand narratives.

EDUCATION

Bachelor in Arts and Sciences, Graphic Design

Rafic Hariri University – 2023

Lebanese Baccalaureate in Sociology and Economics

La Cité Culturelle – 2020

CERTIFICATIONS

- Psychology of Communication Workshop
- Course for WOSM Volunteers & Staff
- Participation in RNIC 2022 Competition
- McCafe 2022 Holiday Cup – 1st Prize Winner
- Lecturer at the Hult Prize Workshop – Lebanese American University
- Career Blueprint for Graphic designers - Won an internship with Hopscotch
- Participation in Shift Forward 2 Exhibition – Lebanese Graphic Design Syndicate at BDD

PROFESSIONAL EXPERIENCE

Senior Designer

October 2023 – Present

DIMPILL – Graphic & Interior Branding Agency

- Develops complete brand identities, including logo design, brand naming, and visual direction.
- Creates unique packaging styles and concepts for major brands in Lebanon.
- Establishes the brand's look and feel across different platforms and materials.
- Ensures consistency in branding across packaging, digital, and print media.
- Collaborates with marketing and product teams to align visual identity with brand strategy.

Junior Designer

August 2023 – September 2023

IDML – Tobacco & Vaping Devices Company

- Designed packaging solutions for tobacco products, including IQOS and similar brands.
- Developed brochures, social media posts, and promotional materials for product launches.
- Assisted in crafting marketing campaigns by providing high-quality visual content.
- Worked with product managers to enhance packaging aesthetics and user appeal.
- Maintained brand guidelines while adapting visuals for different marketing channels.

Internship – Graphic Design

May 2023 – July 2023

FINWORTH – Marketing & Design Agency (Dubai & Lebanon)

- Created engaging social media posts for various clients in different industries.
- Designed animated videos for online campaigns and brand promotions.
- Assisted in developing digital assets for advertising and branding.
- Gained hands-on experience in motion graphics and video editing.
- Learned to work within tight deadlines while maintaining high design standards.

SKILLS

Soft: Versatile Design Approach - Creative Execution - Attention to Detail - Adaptability & Responsiveness

Technical: Branding & Visual Identity Design - Digital & Print Design - Animation & Motion Graphics - UI/UX Design

Software Proficiency: After Effects, Photoshop, Illustrator, InDesign, Premiere Pro, XD, Word, PowerPoint