

MARIE BELLE ABI YOUNES

Graphic designer

CONTACT

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Beirut, Lebanon

EDUCATION

Bachelor of Fine Arts (Graphic Design)
Lebanese International University (LIU)
Septembre 2023 - June 2026

Lebanese Baccalaureate in “SE”
Deir El Ahmar High School
October 2020 - July 2023

SKILLS

- Proficient in industry-standard design software including (**Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects**)
- Strong expertise in visual identity design, logo creation, branding systems.
- packaging design, typography (including Kufi typography), layout composition, and color strategy.
- Experienced in UI/UX design principles, creating structured user flows and clean mobile interfaces using **Figma**.
- Demonstrates strong creative thinking, attention to detail, collaboration skills, adaptability, and the ability to meet deadlines under pressure.

CERTIFICATES

Certificate of Appreciation - Lebanese International University
Organizing the Fine Arts Competition (May 2024)

Certificate – Institut Français (May 2022)

PROFILE

Creative and detail-oriented Graphic Designer specialized in branding, packaging, and digital content creation. Experienced in developing strong visual identities, impactful logos, and structured design systems that communicate clearly and effectively. Passionate about transforming ideas into meaningful visual experiences and contributing creative value within a dynamic professional team.

PROJECTS

- Vivalis - Jewelry Brand Identity**
Developed a refined brand identity including logo, typography, and color palette aligned with luxury positioning. Established a cohesive visual system across brand applications.
- Red Bull FIFA Limited Edition Packaging Concept**
Designed a conceptual limited-edition packaging inspired by FIFA, focusing on structural layout, dynamic composition, and brand consistency.
- “Min El Mekhtar” - Board Game Visual System**
Designed the full visual identity, board layout, packaging, and interactive components. Integrated cultural storytelling with structured design principles.
- Fitness Mobile Application - UI/UX Design**
Developed a mobile application prototype in Figma, creating user-centered layouts and clear navigation flows.
- Typography Project - Kufi Exploration**
Produced typographic compositions inspired by traditional Kufi lettering, emphasizing structure, balance, and modern.
- Storyboard & Character Development**
Designed a visual narrative based on an Arabic proverb, creating character transformation and structured storytelling sequences
- Vestia - Sustainable Home Décor Brand**
Developed a sustainable home décor brand that transforms recycled plastic into functional and aesthetically designed products. Responsible for the complete brand identity, product design, packaging, marketing materials, website, mobile app, and promotional applications.
- Comedy Restaurant Branding - Abbas Chahine**
Created the visual identity, logo, menu, coasters, and placemats for a comedy-inspired restaurant concept, combining entertainment and dining through a cohesive brand experience.

LANGUAGES

Arabic-Native English-Fluent
French-Fluent Spanish-Basic knowledge