

# Shadi Al Masri

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Seeking for better opportunity to expand my knowledge, experience and my skills for further growth in in Graphic & Multimedia Design with your well-established organization.

I have a career spanning 15 years in the graphic design between Lebanon, KSA, Kuwait and UAE, conceptualizing and implementing design solutions that meet marketing strategies from concept to completion.

I possess knowledge regarding techniques and tools in designing all graphic programs printing procedures, photography, illustration and verbal and written communication.

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## Exhibitions participated and involved in preparing:

*SmartEX 2017 – Lebanon*

*SmartEx 2018 – Lebanon*

*LETS 2010 – Lebanon*

*PROJECT LEBANON 2011- Lebanon*

*BEIRUT BOAT 2011 - Lebanon*

*SAUDI STONE TECH - 2012 – KSA*

*RIYADH MOTOR SHOW 2012 – KSA*

*SAUDI ENERGY 2011- 2012 – KSA*

*SAUDI MAKINAT 2012 – KSA*

*IECHE 2011 – KSA*

*SAUDI AUTOSHOP 2011 - KSA*

*ARWADEX 2010 – KSA*

*OMAINTEC 2009 – 2010 - -Kuwait*

*SAUDI PLASTIC, PRINTING 2011 – KSA*

*GOIC 2011 - KSA*

*SAUDI AGRICULTURE- Lebanon*

*SAUDI BUILD 2011 – KSA*

## Main Projects in UAE

Exhibitions: IFP group – Dubai (GITEX, Motor show)

Real Estate: Al Rehal Project Complex and Hotel signage

Mobile app: Grape (online restaurant)

Websites: Abu Dhabi Gas, National Oxygen – Dubai, Ganache Chocolatier,

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Besides the cooperation with international advertising agencies in Dubai like Y&R, Wunderman, Integrity and Emirates Neon Group ENG and did a lot of projects starting from branding, animations, digital marketing and compete project signage.

Please feel free to contact me to schedule an interview and discuss this opportunity further.

Thank you for your consideration.

Sincerely,

# Work Profile

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## **True story Productions |** Beirut - Lebanon

2020 November – Present

**Domain:** Media & Advertising Production

**Position:** Design studio director | Graphics & multimedia Department

**Responsibilities:** In Charge of creating the branding, animations, video editing and the visuals besides handling social media accounts and preparing the digital marketing proposals.

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## **Lebanese Center for Studies and Research |** Beirut – Lebanon, Geneva - Switzerland

2017 July – 2020 July

**Domain:** Innovations and Research

**Position:** Design Studio Manager | Graphic and Multimedia Department

**Responsibilities:** Handling the Multimedia and Graphic department, making brands for different projects, signage, brochures, motion graphics, videos, social media, mobile apps and coordinate with development department for UI/UX design to fit the different tablets. We deal with government sector, French & Swiss embassies and Lebanese Army. Besides outsource projects like “Grape” mobile apps in UAE and sharing in “stars of science” in Qatar.

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## **M.I.C.E. Lebanon |** Beirut - Lebanon, Jeddah – KSA, Oman

2017 March – 2017 July

**Domain:** Exhibitions and Events

**Position:** Art Director | Graphic Department

**Responsibilities:** In Charge of creating the brand of each exhibition starting from logo, catalogs, brochures, different size signage, mobile apps for online reservation, websites, motion graphics, animated banners, video editing, managing conferences and events.

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## **AIMS Group |** Riyadh, Jeddah, Dammam, Madinah – KSA, Dubai - UAE

2013 May - 2016 August

**Domain:** Engineering, Banking, Hotels, Construction, Real Estate, Hospitality, Dates Agriculture, & Carpet Manufactures in Madinah

**Position:** Senior Graphic & Media Designer | Art Director | Marketing Department

**Responsibilities:** In Charge of creating the brands in coordination with Int'l advertising agencies in Dubai like Y&R, Wunderman, Al Sayegh media, O2, besides the construction signage in coordination with ENG (emirates neon) . and others for websites, mobile apps, motion graphic animation.

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## **Riyadh Exhibition Company |** Beirut - Lebanon, Riyadh – KSA, Dubai – UAE, Doha – Qatar, K

**Domain:** Advertising, Events & Exhibitions Organizers, Marketing, Publishing and Display Stands

**Position:** Assistant Graphic Manager | Graphic Department

**Responsibilities:** In Charge of creating the brands for monthly exhibitions, starting from logo, catalogs (500 pages). Brochures, websites, mobile apps in coordination with development department, social media in coordination with sales and marketing department, signage (inside and street signages) printed and digital screens, besides handling the budgets in coordination with accounting department and video editing for several shots for each event. We deal with government sector and international exhibitors among the world.

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## **SOFT FLOW Group |** Beirut – Lebanon, Riyadh- KSA

2010 July - 2011 April

**Domain:** Web and IT Solutions

**Position:** Senior Web & Graphic Designer | Development Department

**Responsibilities:** Working under the development department and handling all the tasks related to ASP.net visual studio, websites visuals, animated videos, flash action script , brochures and others besides sharing Microsoft exhibitions.

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**Domain:** Advertising, Events & Conferences Organizers**Position:** Senior Web & Graphic Designer | Graphic Department**Responsibilities:** Handling all the requirements for events and exhibitions, starting from branding, videos, animations, signage besides event organization.**Dow Group |** Beirut –Lebanon, Dubai – UAE, Paris – France

2006 April - 2006 Octob

**Domain:** Business solution, web design and web Development Company**Position:** Web & Graphic Designer | Development Department**Responsibilities:** Websites layout and visual design besides the mobile apps and the animated banners and different videos**Gabriel Feghaly Printing Press |** Beirut –Lebanon

2004 May - 2005 May

**Position:** Graphic Designer | Production Department**Responsibilities:** In charge of the production and printing finalization, handling the different restaurant menus, flyers, signage, books, magazines and many others

## Career Skills

Creative Designing	Interpersonal Skills	Project Management
Time Management	Well Organized	Problem Solving
Work under Pressure	Communication Skills	Effective Decision Making

## Computer Skills

Adobe Photoshop	Adobe After Effect	3D MAX	Dream Weaver
Adobe Illustrator	Adobe Premiere	In design	AutoCAD
Office Programs	Corel Draw	Freehand	Acrobat

## Educational Qualification

Bachelor of Graphic Design	Arts and Science University of Lebanon-Beirut	2002- 2006
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## Professional Training

Ever Team Web Design Agency  
Position: Web & Graphic Designer

2005 November - 2006 April

A-Team Production | Beirut  
Position: Animation Designer

2005 August - 2005 November

Ids Advertising Agency | Beirut  
Position: Graphic Designer

2005 May - 2005 August

Ghorayeb Printing Press | Beirut  
Position: Graphic Designer

2004 Feb - 2004 May

## Courses

Project Management Professional-PMP  
Attended Integrated Training Center - Jeddah | KSA

2015 August - 2015 September

AUTOCAD  
New Horizons | Beirut

2010 June - 2010 October

CIW Designer  
New Horizons | Beirut

2004 July - 2005 August

Video Production (3d Max, Adobe Premiere, After Effect)  
Advanced Training Center (ACT) | Beirut

2005 July - 2005 December

## Clients List

### Lebanon

- Norwegian Embassy
- Swiss Embassy
- French Embassy
- UN ASCWA- Lebanon
- Demining Robot for Lebanese Army
- Stars of Science in Qatar- Qatar
- American University of Beirut AUBMC
- Arabnet
- Menacom2018 – Middle east and Africa
- SmartEx 2018 Exhibition
- Movenpick
- Social Innovations for Syrian Refugees
- Star sat
- Sagesse university
- Exotica flowers
- SGBL Bank
- FX grow
- Azadea group

### United Arab Emirates

- World Heart Federation
- Grape (<https://www.grapeuae.com/>) mobile apps
- Motor Show Exhibition
- National Gas
- National Oxygen
- Ganache Chocolatier
- Azadea group
- Dow group several websites

### Kingdom of Saudi Arabia

- Ministry of Telecommunication
- Ministry of Tourism
- Ministry of Higher Education
- Diet Watchers restaurant
- Java Time coffee shop
- Ministry of Energy
- Nusuki
- EBKAR & Ncomfort real-estate
- Samir Abbas Hospital

### Kuwait

- Ministry of Energy
- Four Films printing press