



GERARD ROXAS RECHDAN

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Sarba - St. Charbel Str. - Beirut, Lebanon

Birthday : 08 / 05 / 1987

Nationality : Lebanese / Filipino

Born : Beirut - Lebanon

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SUMMARY

Experienced designer with a demonstrated history of working in the creative industry. A multidisciplinary professional, skilled in branding, typography, art direction, set design, and experience design, with a passion for creative storytelling and innovation.

EDUCATION

- 2017 - 2018 - Master's Degree In Research for Design & Innovation
ELISAVA - Barcelona, Spain
- 2005 - 2010 - Bachelor's Degree in Graphic Design, emphasis on typography
Notre Dame University, Zouk Mosbeh, Lebanon
- 1990 - 2005 - Baccalaureate II - Humanities Section
Notre Dame De Louaizé, Zouk Mosbeh, Lebanon

ACTIVITIES

- 2005 - Founder Art Society
Notre Dame University, Beirut, Lebanon
- 2006 - Treasurer: Discovery Club
Notre Dame University, Beirut, Lebanon
- 2007 - President: Discovery Club
Notre Dame University, Beirut, Lebanon
- 2004-2019 - Recording Artist : Drums & electronics
Hezbel taleta - Sandmoon - Kinematik
- 2019 - Co-Founder / Festival Director :
SoundsGood - Art & Music Festival

LANGUAGES.

- Arabic : Excellent skills (reading, writing, and speaking)
- English : Excellent skills (reading, writing, and speaking)
- French : Fair skills (reading, writing, and speaking)
- Spanish : Beginner skills (reading and speaking)

SKILLS

- Knowledge in Ms. Office, Logic Pro X, Adobe Photoshop, Illustrator, and In Design
- Passion for Scenography
- Professional Musician and Producer

EXPERIENCE

kaktus.tv – Freelance

- **Innovation Consultant & Strategist**

- **Aug. 2018 – Present**

- Currently taking over projects to help businesses and organizations overcome challenges, in order to reach a sustainable future, using human centered methodologies, such as Design Thinking, Service Design, and Design Sprints.

- **Visual Communicator**

- **May 2008 – Present**

- Designed brand identities for many successful projects and businesses.

- **Film Art Director**

- **Jan. 2010 – 2015**

- Art Directed several advertising photoshoots and short movies.

- **Space and Set Designer**

- **May 2010 – Present**

- Conceptualized and produced many stages and sets for music festivals and pop-up events.

kmfamily – Kids Concept Store

- **Project Manager**

- **Feb. 2018 – Jul. 2018**

- Innovation Report Project as part of the Postgraduate in Innovation and Design Thinking :

Worked with KM-family to establish a strategy to improve their organizational structure and grow their sales.

Nike – Sports Brand

- **Research Strategist & Trend Analyst**

- **Sep. 2017 – Feb. 2018**

- Trend Research Project as part of the Postgraduate in Coolhunting, Design & Global Trends :

Worked with Nike to establish a strategy to empower sport entrepreneurs, artists and musicians through and in collaboration with Box Barcelona, a local community space in Barcelona, Spain.

arcenciel.org – NGO

- **Senior Concept & Strategy Officer**

- **Aug. 2016 – Sep. 2017**

- Created strategies for some of the core NGO programs
- Conceptualized and managed several on-going events

- **Head Of Design Department**

- **Feb. 2015 – Jul. 2016**

- Uplifted the NGO's 30 years old brand identity & created its guideline book
- Uplifted all the Sub-brands and business units
- Created campaigns & guidelines for major fundraising events
- Directed impact report & corporate videos to help raise funds

Wickerpark – Music Festival

- Stage Manager
- Sep. 2010 – Sep. 2015
- Managed the stage technicians team for more than 70 local and international artists
- Space & Set Designer
- Sep. 2010 – Sep. 2018
- Art Directed the space and set design of the venue with a team of volunteers
- Exhibition Curator
- Sep. 2010 – Sep. 2012
- Curated the art exhibition of photographers & illustrators

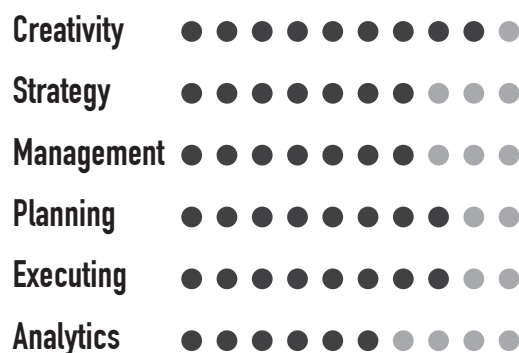
Feer McQueen – Creative Boutique

- Graphic Designer
- Aug. 2011 – Jun. 2012
- Worked on several branding projects and pitches.
- Covered branding, layout, and web design projects.

Kubik – Design Studio

- Graphic Designer
- Sep. 2008 – Dec. 2009
- Worked on several branding projects and pitches.
- Covered branding, layout, and web design projects.

PROFICIENCY



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