

# Alexander Abi Hanna

DIGITAL / TRADITIONAL ART DIRECTOR

**Location:** Beirut, Lebanon

**Mobile:** +961 71 464 657

**Email:** [alexabihanna@gmail.com](mailto:alexabihanna@gmail.com)

**LinkedIn:** [https://www.linkedin.com/in/alex-abi-hanna-26b8075a?trk=nav\\_responsive\\_tab\\_profile](https://www.linkedin.com/in/alex-abi-hanna-26b8075a?trk=nav_responsive_tab_profile)

**Portfolio:** <http://www.behance.net/alexabihanna>

**SoundCloud:** <https://soundcloud.com/hopeless-case>

## About Me

An Art Director, an Entrepreneur, a Visual Artist, a Musician. I have been working on Digital and Traditional Art for as long as I can remember. Quick to grasp and create new ideas and concepts, as well as develop innovative solutions to problems; I enjoy leading and being part of a successful and productive team, and I can demonstrate the highest levels of motivation required to meet the tightest of deadlines and budgets. I'm enthusiastic about working on my own initiatives and I see myself making a good difference in the world through Art and Creativity.

## Personal Details

Date of Birth: 28 / 09 / 1983

Nationality: Lebanese - Gambian

Languages: Fluent English - Fluent Arabic

## Formal Qualifications

- 3 month course with Ryan Snelson Head of Product & UX (Citymaps) at **General Assembly - New York** in User Experience Design (May 2014 - Jul 2014)
- MFA (with distinction) in Art Direction with concentration on Advertising & Branding from **Académie Libanaise Des Beaux Arts** (2007 - 2009)
- BFA in Graphic Design from **Académie Libanaise Des Beaux Arts** (2004 - 2007)

## Key Technical Skills

Photoshop, Illustrator, In Design, Premiere, Balsamiq Mockups, Wacom

## Career Summary

### AddBloom / Digital Traditional Art Director / 2017 - 2019

**Clients:** AddBloom, BML, Empire, Gozo, GorillaCrete, Obegi, Qatar Airways, Real Estate Syndicate Of Lebanon, Sayfco, Slighter, Swizly, UNDP, Vanlian, Monkose, L'atelier Blanc, Kalei, Casino Du Liban

- UX / UI for web and app
- Storyboarding for animation
- Branding
- Conceptual Thinking
- Social Media
- Video Editing

### Bold Agency / Digital Art Director / 2015 - 2016

**Clients:** Almarai, Alwaleed Philanthropies, Alessa, VW, Elite Automotive, Bold, Darah

- UX / UI for web and app
- Storyboarding
- Activations
- Conceptual Thinking

### Rizkgroup - Havas / Art Director / 2014 - 2015

**Clients:** Clipp, Hyundai, Jim Beam, KFC, Hardee's, Kiss Mix, Label 5, Maccaw, Spinneys, Agriform, Hello Lindt

- Activations
- Conceptual Thinking
- Branding & Advertising
- UX / UI for web and app
- Video Editing

### Channel Design / Art Director / 2011 - 2014

**Clients:** Zain, Yabani Restaurant, Wonderful Productions, 961 Beer, Tamanna Organization, Casino Du Liban

- Creative Department Manager
- Branding & Advertising
- Identity
- UX / UI for web and app

### AL Mohtaraf / Junior Art Director / 2010 - 2011

**Clients:** Douaihy Sweets, Kaddoura Restaurant, Qafilah Magazine, Sabic

- Branding & Identity
- Advertising
- Layout Design

## Naycom (ifp Group) / Digital Art Director / 2009 - 2010

**Clients:** Project Lebanon, Beirut Boat Show, Fadi Abboud, Agility Logistics

- Web Design
- Branding & Identity
- Advertising

## Burn Box Designs / Graphic Designer / 2008 - 2009

**Clients:** N Regalos, Kawas Consulting, ibq Bank, American School of Doha

- Branding & Identity
- Advertising
- BTL (Brochures, VIP Packages, Signage, Promotional Items, Tickets, Badges...)

## Interests and Activities

- Music composing
- Illustration
- Painting
- Film appreciation
- Photography
- Reading as it relates to my field