

Rana G. Bekhazi

A highly dedicated and creative director with over 17 years experience within the design industry. A passion for fresh and original design and a member of the international society of typographic designers (ISTD – based in randwich stroud) A hands-on approach to the entire creative process means that each project is curated with utmost attention from inception to the final delivery.

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Nationality

Lebanese

Gender

Female

WorkHistory

January 2020 – Currently

Gray Mackenzie Retail Lebanon (*Spinneys, Happy, Grab N Go, Coldstone & many F&B concepts*) |

Head of Creative Department

- Building a team of designers including art directors & senior designers
- Improving creative briefs & processes
- Coordinating with internal department for jobs & task management
- Coordinating with 3rd parties (PR, agencies, printing presses)
- Overseeing all design work
- Concept Creation for various marketing campaigns & applying them in 360 campaigns
- Brand Creation & development for all new private brands
- Design & creation of all private labels for Spinneys & Happy
- Rebranding for all Spinneys Private Label designs
- Corporate branding development
- Social media platform visuals & campaigns
- Art Directing photoshoots & coordinating with photographers/videographers

June 2017 –December 2019

Ant Ventures (*Holding company of Casper& Gambini's, Caspresso, Panpot, Tarator, Bab Idris, Silverspoon catering, Falafel & more etc*) | **Art Director**

- Designing all print & digital media jobs like publications, corporate branding, brand manual, social media campaigns
- Developing the overall look & style of campaigns
- Reviewing and approving designs & artworks developed by agencies
- Working closely with image consultant to develop and artistic style and approach
- Creation & development of the visual identities including new logos of new concepts for: 'Panpot' (restaurant), 'Little Wonders' (nursery) & 'Sparks' (birthday space)

January 2014 - May 2017

Rafic Gazzaoui & Co. | In House Senior Designer/Communication executive

- Responsible of the company & its sister companies corporate branding
- Developing displays in POS & showrooms for the company's main brand

- Designing displays & various informational designs for the company's brands.
- Coordinating with suppliers for quotations & production details
- Supervising/overseeing the design & development of the company's website.

August 2010 – November 2013

Medica Me | Beirut, Lebanon | Contractual Freelancer

- Designing corporate identities for new clients in the beauty business
- Developing displays & wall designs for several outlets and events including inshape(Lebanon), Dubai derma (UAE), Imcas (France)
- Assisting in designs for the offices in Singapore & Dubai

February 2009 - May 2010

Morgan International | Beirut, Lebanon | In house Senior Designer

February 2008 - February 2009

Blink BTL | Beirut, Lebanon | Full time Senior Designer

June 2004 - December 2007

Graphiti, graphic design firm | Beirut, Lebanon | Full time Junior Designer

August 2002 - July 2003

EURO RSCG SHARP PENCIL | Beirut, Lebanon | Full time graphic designer

- Advertising campaign for: ABC mall, Levante socks & tights, Tetrapak juices for Jordan
- Brochures for Yves Rocher beauty products
- POS material for confectionary, Lu, Prince

Freelancing

Projects include

- Corporate identities: Expressions Intl, Madina, Arcane, ID961, Enoteca, Bioscientia
- Web design for Swedish Companies:
- Ehrner & Delmar Patenbyrå AB: brochure design
- Aliassmith (Swedish tequila import company)
 - Invitation card, Booklet design, Tasting cards
- Norwegian Refugee Council: brochures & folders
- Annual Calendars for Bioscientia
- Social Media Visuals for Blufin Qatar

And many more

Education

October 1999 - August 2002

Notre Dame University | Zouk Mosbeh, Lebanon

Bachelor of Arts in Graphic Design - Emphasis typography

October 1986 - June 1999

Zahret - El - Ihsan school | Beirut, Lebanon

Lebanese Baccalaureate II, Phil

LanguageSkills

Arabic, French & English Fluent | written, read and spoken

ComputerSkills

- Highly computer literate (Apple & PC)
- Proficient in Adobe Creative suit, Microsoft Office

Trainings & Workshops

- Design Thinking - How using Design Unique Methodology to Innovate

Hervé Collignon – Hooks Strategy & Innovation – www.hooks.fr - March 2014

- Arabic Calligraphy Workshop:

Pascal Zoghbi 29 Letters – www.29lt.com – Beirut April 2014

- Editorial Design, out of the box:

Cosimo Lorenzo Pancini – Feer Mc Queen – Beirut June 2014

- A graphic Designer's skill set

Walid Nasrallah – Wondereight – Beirut June 2014

- Presentation Skills & Public Speaking

Phi Management – Beirut January 2023

- Negotiation Skills

Trace – Beirut January 2023

- Adobe Premiere Pro Workshop

Beirut Learning Center – Beirut February 2023

- London Packaging Design Exhibition

London UK – September 2023

- Forward Design Festival - Berlin

Berlin, Germany – September 2024

- Digital Strategy & Advanced Content Creation

Intoact – Beirut May 2024

- Packaging Premiere Exhibition

Milano Italy – May 2024

- Design Thinking: Unleashing Creativity for Problem Solving

Beirut Learning Center – Beirut June 2024

- Conflict Management

LCPS, Armen Balian – Beirut August 2024

References Available upon request