



ABIR HALABI HAKIM

CREATIVE DESIGNER



About me



7+ YEARS OF EXPERIENCE

CREATIVE DIRECTION & IMPLEMENTATION

SOCIAL MEDIA STRATEGY & DESIGN

DESIGN PROJECT MANAGER

PRINT + DIGITAL DESIGN SKILLS

2D ANIMATION SKILLS

MARKETING & COMMUNICATION SKILLS

TEAM MANAGEMENT SKILLS

PHOTOGRAPHY SKILLS



Education (Timeline)



Lebanese American University

Bachelor Degree in Graphic Design. Emphasis in Digital.

🕒 2008 - 2011

Lycee National School chouefet

High School. Emphasis in Life Science.

🕒 2004 - 2006

Notre Dame Mousaitbeh

Elementary School.

🕒 1992 - 2004

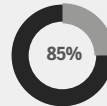


Skills



Ps

Adobe
Photoshop



Ai

Adobe
Illustrator



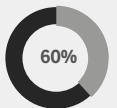
Id

Adobe
InDesign



Ae

Adobe
After Effects



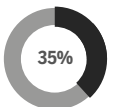
Ms

Microsoft
Office



HTML
CSS

HTML/Adobe
Dreamweaver



Certifications



1.

WSI

Digital Marketing

🕒 2017

2.

Formatech

HTML - Beginner
& Advanced level

🕒 2016

4.

The Agenda Beirut

Fashion Styling
& Communication

🕒 2015

3.

The Shaw
Academy

Social Media Marketing

🕒 2016



Languages



Arabic (Native language)



Written, Reading & Spoken

ENGLISH



Written, Reading & Spoken

FRENCH



Written, Reading & Spoken

★ Work Experience

🕒 2014 - Present

Azadea Group

Regional Senior Graphic Designer

- **Design Project Manager** for Fashion & Accessories brands in 10 countries.

The brands are Zara - Zara Home - Massimo Dutti - Stradivarius - Bershka - Pull&Bear - Oysho - Uterque Miss Guided - Decathlon - GAP - Old Navy - Promod - Superdry - Reserved - Dynamite - Punt O Roma.

- **Communicate with the franchisors**, suppliers, local/regional Marketers, Brand Managers & Visual Merchandisers to finalize the process of design executions by abiding every brand's guidelines and following every market regulations.

- **Creative Designer role** begins by interpreting strategy for developing concepts then creating attractive layouts related to Social media as content calendar pages & sponsored ads, Advertising such as websites, Digital banners, seasonal campaigns Outdoors, In-mall branding. Activations, Marketing promotions, in-store promotion, Hoardings, new openings.

- **Branding role** for ensuring brand image

consistency across all channels of communication.

- **Content creator and creative designer role** for Decathlon' Social Media pages in 4 Markets.

- **Leader role** to Oversee the designer team prepare design layouts by giving the recommendation & inspiration.

- **Art director** or Photography role by creating concept theme for the photoshoot to highlight specific products or an occasion in order to post it on all social media platforms.

- **Animator role** to create a recap video for the Marketing department's achievements seasonally in order to inform all internal and external parties.

- Created the look, layout of many landing pages for GIS GUIDE. Each land page represents a different service for clients to join & register.
- Designed new websites for clients by being exposed to the technical parts as coding.
- Developed User Interface (UI) and mobile applications for GIS GUIDE clients.

- Created icons for GIS clients' to locate and monitor its service on HERE/Google maps.
- Developed creative presentations for pitching.
- Designed posts for all social media platforms.
- Rebuilt the Branding identity of the company.
- Worked with printing suppliers and monitored the project's execution.

🕒 May 2013 - April 2014

GIS GUIDE s.a.r.l.

Web & Graphic Designer

🕒 March 2012 - April 2013

360- Media & Marketing Consultancy

Graphic Designer

- Created Corporate Identities and Brand Logos Design for diverse fields ex: Fashion & Restaurants.
- Worked on online and offline Advertising campaigns with clients on all communication channels.
- Built many Website Design for Beauty Centre, Fashion stores, Hotels, etc.
- Worked as Executive Designer for three issues of "SAWA Magazine".
- Developed Packages Design for lingerie, Fashion packages, Food Canned, Tomato Paste, etc.
- Creative director by researching & planning the strategy for new campaigns & pitching presentations.

💡 Freelance

Ethos Interactive

Creative Director for advertising campaigns projects.

🕒 2017 - Present

📋 Internships

IMPACT BBDO

🕒 Jan - Feb 2012

Blom Bank

🕒 July - Nov 2011

IMPACT IB2

🕒 Mar- April 2010

👤 Contact me



+961 3 724 933



abirhakim



abir.hakim@hotmail.com



abir.hakim88



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