

MARC ABDALLAH

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961.70.465.071

EDUCATION

● 2007

M.F.A, Computer Arts – New Media

(with a concentration on interactive design)

Academy of Art University, San Francisco, CA

● 2005

B.F.A., Graphic Design

Academie Libanaise des Beaux-Arts, Lebanon

EXPERTISE

Tools

Photoshop • Flash • Fireworks
• Illustrator • InDesign

Product Building

Wireframes • Flowcharts •
Information architecture •
Usability testing • User
Interface • User Journey

Advertising

Ideation • Conceptualization • Digital
Strategy • 360 Campaigns • Content
production and direction • Video •
Branding • Infographics • Creative
Direction

SKILLS

Design & Interactivity: Offered a broad range of expertise in visual design with specific skills in web and mobile application design, usability and user centric design, and switching hats with a spectrum ranging from acting as a brand custodian, to execution and production.

Strengths / Achievements: Motivated and reliable team player with outstanding interpersonal and organizational skills; demonstrated ability to work effectively in startups, small & large companies and with clients, creative directors and peers to define requirements, craft solutions, and complete successful projects on time.

WORK EXPERIENCE

• Creator, AmalineStudio.com, Beirut, January 2018 - Present

A passion project that was conceived and executed while on sabbatical. A line of chairs that celebrates elements from Lebanese architecture. The collection was selected by Beirut Design Week to be exhibited at Beit Beirut in a curated exhibition.

• Head of Creative, Arabnet, Beirut, June 2013 – December 2017

Branding: Brand custodian, assumed responsibility to create, grow and preserve Arabnet's fresh identity across all communication touch points.

Web & Mobile: Designed, and supervised ArabNet's website and and events mobile app.

White label clients: Delivering key visuals, communication ideas and onsite branding for our white label clients including: Mobily, Dubai Internet City, Hyundai.

Video: Created storyboards and managed production for animated videos that went under the event production

Communication: Created concepts and visuals for email campaigns, press ads, banners, social media and TVCs

• Digital Art Director, Grey Worldwide, Beirut, September 2011 – May 2013

Web: UI, UX, Information architecture, Wireframing, Flowcharts, Concept, Visualization, Production management,

Social Media: Concept, Production management, Conversation Calendar Guidelines, 360 Campaigns, User journeys.

Clients: Pantene, Fairy, Downy, Mobily, Beirut City Center

• Digital Art Director, October 2010 – August 2011 Nel Interactif, Beirut

Clients: Dunkin Donuts, BLC Bank, Avis

• Senior Multimedia Designer, September 2009 – September 2010 Pravision, Beirut

• Print/Web Designer, July 2008 – May 2009 SkunkFunk, San Francisco , CA

• Multimedia Designer, February 2008 – May 2008 3.6.75 DESIGN, San Francisco , CA

• Interactive Intern, May 2007 – December 2007 VENABLES BELL & PARTNERS, San Francisco , CA