



gerard roxas rechdan

Lebanese / Filipino / 08 / 05 / 1987

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hello 3.0

My name is Gerard Roxas Rechdan, a multidisciplinary artist and innovation consultant, with a passion for creative storytelling and social innovation.

I hold a Bachelor Degree in Graphic Design which was only the beginning of my professional career. I also had the chance to collaborate in many different projects that made me unleash my creative potential. From art directing student short films to theatre production, advertising shoots, to stage and set design, I have spent years within different job positions to evolve my skills in the presence of different team environments.

I recently acquired my Master's Degree in Research for Design and Innovation at ELISAVA-Barcelona school of design and engineering. I collaborated with 2 teams for 2 clients during the year; first as a creative director and strategic planner for Nike - Box Barcelona, and as project manager for KM-family, both focusing on the local market in Barcelona.

Throughout my professional career, I always mixed between work and play, which is why I consider myself to have the ability to work in different circumstances by wearing different skill hats: I believe that a multidisciplinary individual is a big asset to the workplace, especially if the company environment relies on interdisciplinary collaborations.

This year helped me learn how to solve complex and ambiguous problems through human centered approaches, implementing design thinking, agile project management, team building and design sprints, in an academic and professional module to help our clients be at the forefront of innovation.

The following CV shows 4 main areas I have been involved in at different times, hoping it elaborates not only on the skills and experiences acquired, but also to help visualize different type of teams I was involved with.

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

some info.

- Founder: Art Society - Notre Dame University, Beirut, Lebanon - 2005
- Treasurer: Discovery Club - Notre Dame University, Zouk Mosbeh, Lebanon - 2006-2007
- President: Discovery Club - Notre Dame University, Zouk Mosbeh, Lebanon 2007-2008
- Media & Communication Manager: - Kataeb Party - Youth Department, Beirut, Lebanon - fall 2010

other info.

- Lebanese & Filipino passports
- Excellent Language skills in arabic and english (reading, writing, and speaking)
- Fair Language skills in french (reading, writing, and speaking)
- Musician for more than 15 years (drums and synthesizers)
- Knowledge in Ms. Office, Logic Pro X, Adobe photoshop, illustrator, and In Design

work experience



leadership roles

Today i use different tools and techniques i acquired along the years, to be able to play leading roles in different team environments.

Learning by doing is the essence of innovative thinking.

project management strategic planning

- 2017 • Beit el Mouzareh - arcenciel agricultural program - arcenciel.org (www.facebook.com/beitelmouzari3)
strategic planning for the empowerment of local farmers in Lebanon
- 2017 • Agnes Varis Center - arcenciel tourism & social program - arcenciel.org (http://www.arcenciel.org/projects/agnes-varis/)
strategic planning for the empowerment of women in rural lands in Lebanon
- 2017 • Nike Box Barcelona - ELISAVA - Barcelona, Spain (redhotchillitapas.wordpress.com) (www.nike.com/es/es_es/c/boxbarcelona)
strategic planner / researcher for the empowerment of local sports talents and art community for Nike
- 2018 • KM family - ELISAVA - Barcelona, Spain (greymatterteam.wordpress.com) (kmfamily.es)
Project Manager / Strategic Planner for a local kids concept store and family business

creative direction

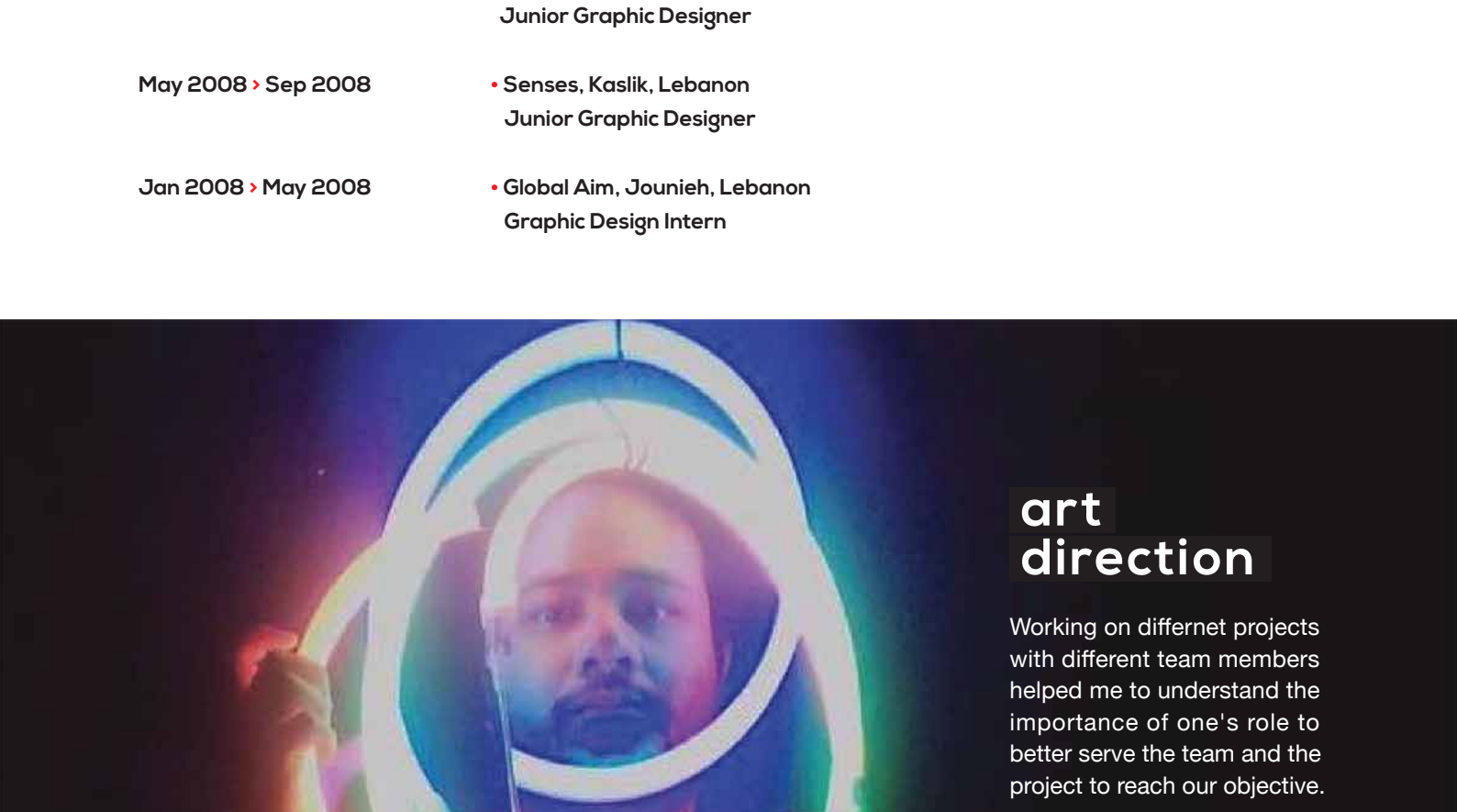
- 2016 • Cirquenciel School Opening - arcenciel.org (www.facebook.com/cirquenciel)
creating a 360 campaign for the opening of the school event
- 2016 - 2017 • arcenciel Impact Report - arcenciel.org (www.youtube.com/watch?v=Q0jeTgnxdIA) (www.youtube.com/watch?v=dZoo8JSfna4)
conceptualizing, co-filming and co-editing the videos of the impact report
- 2016 - 2017 • Festival de L'arak - arcenciel.org (www.facebook.com/events/515246918667349)
creating a 360 campaign for the first two editions of the festival
- 2017 • La Brocante Des Artistes - arcenciel.org (www.facebook.com/events/1683234208371663)
creating a 360 campaign for the third edition of the fundraising event
- 2017 • Tous Juste Avant Noel - arcenciel.org (www.facebook.com/events/341015826262982)
creating a 360 campaign for the third edition of the christmas market event

event management

- 2013- 2018 • Wickerpark Festival - www.wickerparkfestival.com - www.facebook.com/wickerparkfestival
co-management and operation of the music festival
- 2016 - 2017 • Festival de L'arak - arcenciel.org (www.facebook.com/events/515246918667349)
management of the 2 day festival with the internal marketing team and tourism program
- 2017 • Beit el Mouzareh - arcenciel agricultural program - arcenciel.org (www.facebook.com/beitelmouzari3)
management of the weekly seasonal sunday market with the internal marketing team and agriculture program
- 2017 • La Brocante Des Artistes - arcenciel.org (www.facebook.com/events/1683234208371663)
management of the 3rd edition of the fundraising event with the internal marketing team and event curator
- 2017 • Tous Juste Avant Noel - arcenciel.org (www.facebook.com/events/341015826262982)
management of the 2 day christmas market with the internal marketing team and tourism program

stage management

- 2011 - 2015 • Wickerpark Festival - www.wickerparkfestival.com - (www.facebook.com/wickerparkfestival)
stage manager for the first 5 editions of the festival working with more than 70 local and international bands
- 2012 • SHARE Beirut - SHARE foundation - (www.shareconference.net)
stage manager for the conference "SHARE by night " music event
- 2009 - 2012 • Rockring - rockring.com - (www.facebook.com/rockringlebanon)
stage manager for more than 30 shows and concerts for rockring organizers
- Back to the Roots I - II - III
- Summer Fusion I - II
- Global Battle of the Bands



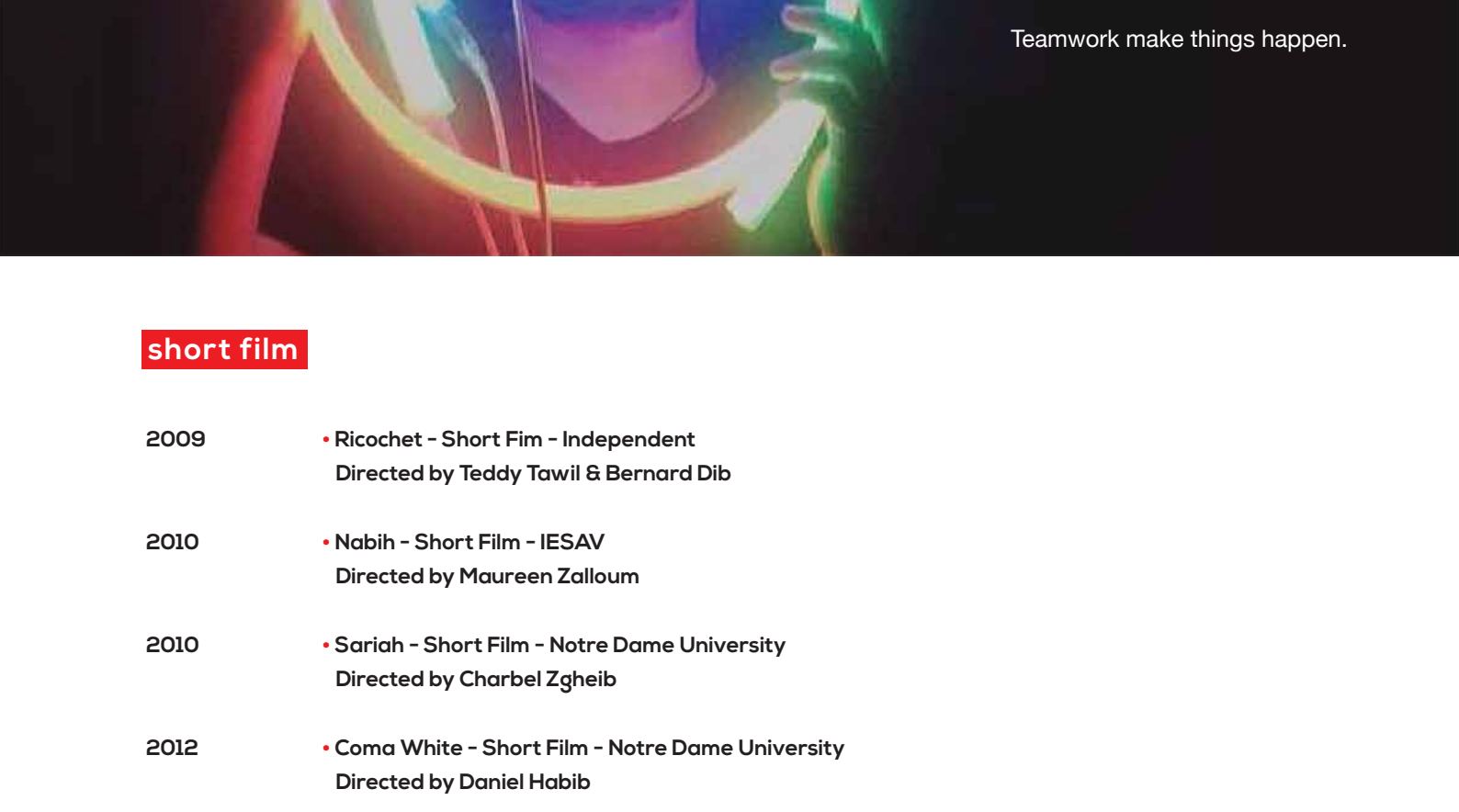
graphic design

Graphic Design is my drive into the creative world.

Gaining experience from this field not only helped me unleash my creative potential, but it also taught me when to follow and when to lead in a creative environment.

Listening is the core of visual communication.

- Dec. 2009 > Present • Freelance
Graphic Designer / Branding Consultant
- July 2015 > Aug. 2017 • arcenciel.org - NGO
Head of Design / Senior Concept & Strategy Officer
- Aug 2011 > June 2012 • Feer-Mcqueen - Creative Boutique, Jeita, Lebanon
Senior Graphic Designer
- Sep 2008 > Dec 2009 • Kubik Design Studio, Ashrafieh, Lebanon
Junior Graphic Designer
- May 2008 > Sep 2008 • Senses, Kaslik, Lebanon
Junior Graphic Designer
- Jan 2008 > May 2008 • Global Aim, Jounieh, Lebanon
Graphic Design Intern



art direction

Working on different projects helped me to understand the importance of one's role to better serve the team and the project to reach our objective.

Teamwork make things happen.

short film

- 2009 • Ricochet - Short Film - Independent
Directed by Teddy Tawil & Bernard Dib
- 2010 • Nabih - Short Film - IESAV
Directed by Maureen Zaïloum
- 2010 • Sarah - Short Film - Notre Dame University
Directed by Charbel Zgheib
- 2012 • Coma White - Short Film - Notre Dame University
Directed by Daniel Habib
- 2012 • Plascitine - Short Film - Notre Dame University
Directed by Tarek Korkomaz
- 2013 • The Elephant - Short Film - Notre Dame University
Directed by Ruba Zourour
- 2014 • Rousing Burden - Short Film - Notre Dame University
Directed by Johnny Farah

advertising

- 2014 • Buzz Ads - Frame Nation Films - framenationfilms.com
Directed by Jad Aouad | Client : Kassatly Chtaura
(https://www.youtube.com/watch?v=yj5bAwfcNOQ)
(https://www.youtube.com/watch?v=y9y7inX3eYc)
(https://www.youtube.com/watch?v=_t1kN_rePSQ)
(https://www.youtube.com/watch?v=0-mamx9MLBY)
- 2014 • Hepatitis Awareness Campaign - Frame Nation Films - framenationfilms.com
Directed by Rudy Francis | Client : MOH - Ministry of Public Health

photoshoots

- 2011 • Deviations - Dress For Peace
Photographer: Cliff Makhoul (www.cliffmakhoul.com)
- 2012 • Maksou - Feer-McQueen Studios - feer-mcqueen.com
Photographer: Rudy Shoushany - Qrude Studios (www.qrudestudio.com)
- 2013 • Nai Lingerie - Hatch Advertising
Photographer: Nour El Khazen - (www.nourelkhazen.com)

scenography

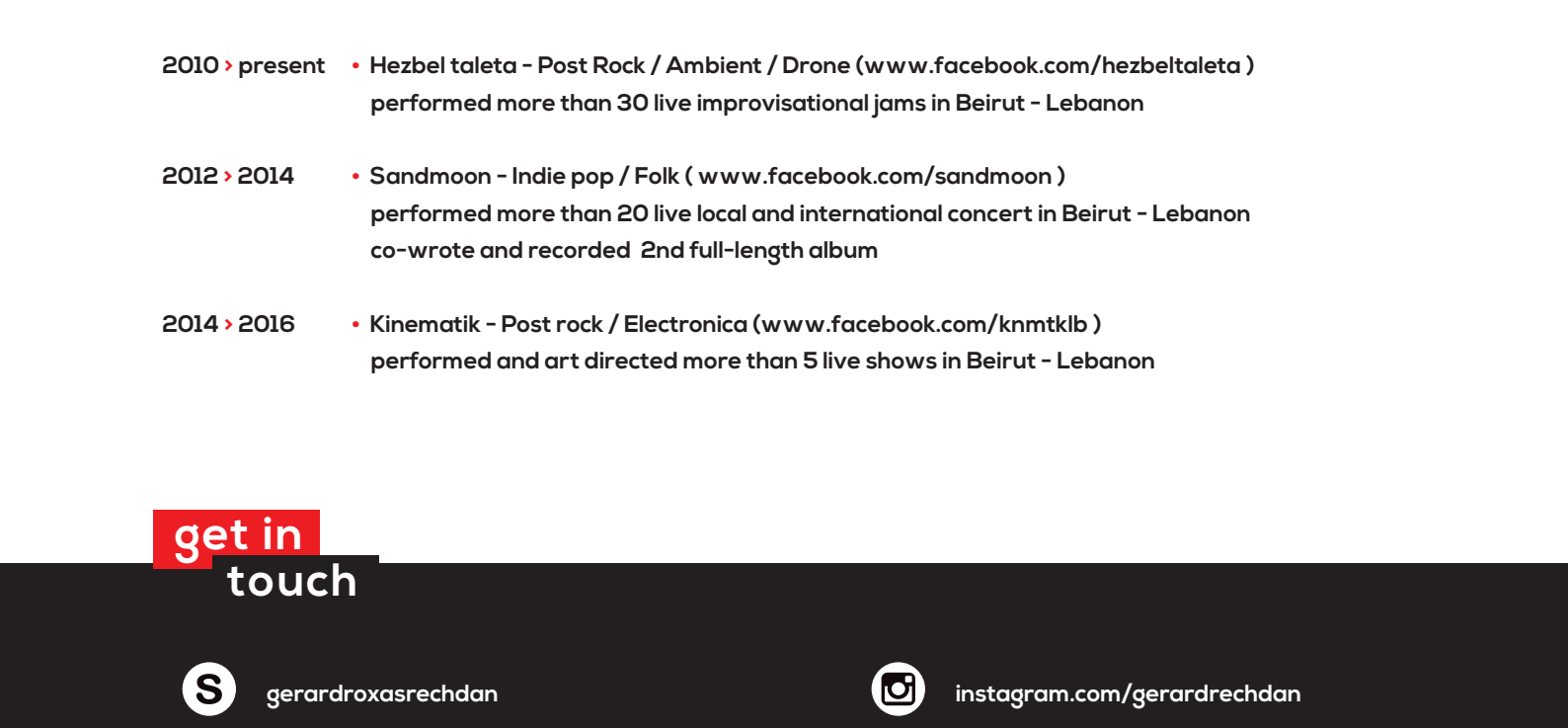
- 2011 • Ounadika (NDU - 2011),
Directed by Sam Lahoud - Notre Dame University
- 2015 • Sound Of Music (Casino Du Liban - 2015)
2U2C & Clapping Hands Productions - Casino du Liban, Jounieh, Lebanon
- 2015 • Kinemtalk - live at tunefork studios (www.youtube.com/watch?v=AhhrmgsY9MM)
• Kinemtalk - live at yukunkun

space design

- 2011 > 2015 • Wickerpark Festival (www.youtube.com/channel/UCx8SgEyy76corqQUfQqaNeA)
2018 • Soul Arch Production (Batroun, Lebanon)

stage design

- 2010 > 2016 • Wickerpark Festival (www.facebook.com/wickerparkfestival)
2018 • space and set designer for wickerpark festival in Batroun, Lebanon
- 2017 - 2018 • Iris Beirut - addmind group (www.facebook.com/IrisBeirut)
set design for spring-summer season of iris uncover by addmind group
- 2017 - 2018 • Iris Beach - addmind group (www.facebook.com/IrisBeachClub)
set design for summer season of iris beach by addmind group



music drums electronics

Playing drums at early age with different musicians taught me 3 rules for play.

Keep it steady and consistent. Play around when its needed. Be the backbone of the group.

I still use these rules to mix between work and play.

Music is where my heart beats.

cover bands

- 2002 > 2004 • Hope - Classic Rock
- 2004 > 2006 • Nemesis - Alternative
- 2006 > 2008 • The Band - Rock / Blues
- 2007 > 2009 • Chemical X - Classic Rock / Blues

original bands

- 2010 > present • Hezbel taleta - Post Rock / Ambient / Drone (www.facebook.com/hezbeltaleta)
performed more than 30 live improvisational jams in Beirut - Lebanon
- 2012 > 2014 • Sandmoon - Indie pop / Folk (www.facebook.com/sandmoon)
performed more than 20 live local and international concert in Beirut - Lebanon
co-wrote and recorded 2nd full-length album
- 2014 > 2016 • Kinematik - Post rock / Electronica (www.facebook.com/knmtklb)
performed and art directed more than 5 live shows in Beirut - Lebanon

get in touch

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