

# Kareem Ghanem

+961 70 689 059 – [kareemghanem001@gmail.com](mailto:kareemghanem001@gmail.com) – El-Chouf, Lebanon

LinkedIn URL: <http://www.linkedin.com/in/kareemghanem>

Portfolio: <https://www.behance.net/kareemghanem6>

## EDUCATION

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### Lebanese University (LU)

Bachelor's Degree in Graphic Design

Deir El Qamar, Lebanon | Oct. 2023 – June 2026

### Batloun Official Secondary School

Lebanese Baccalaureate in Life Sciences

Batloun, Lebanon | Sep. 2019 – June 2022

## Experience

### Park Innovation

Semqanieh, Lebanon | May 2025-June 2025

Graphic Design Bootcamp: Completed a certified hands-on course focused on Adobe Illustrator and Photoshop, strengthening practical graphic design skills through real world projects.

## PROJECTS

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### Packaging & Mockups

Academic Project

- **CrossLink Trading Company:** Designed a full brand identity for a global import-export company specializing in electrical devices and equipment. The project included logo design, stationery, packaging, dieline creation, and branded mockups across key transport modes

### Logos & Stationery

Academic Project

- **NeuroRoots:** Designed a complete stationery, including a custom logo, business cards, letterhead, envelope, to create a unified brand presence
- **Leaf Link:** Developed a professional logo and full stationery suite, ensuring consistency in branding across all printed and digital materials

### Magazine Design

Academic Project

- **Biography:** Designed a professional magazine layout on Adobe Illustrator, focusing on typography, grid systems, and layout composition. The magazine features a biography, showcasing a well-structured and visually engaging publication

### Illustrations

Academic Project

- **Imaginative Illustration:** Developed a set of three original illustrations from scratch, demonstrating strong creativity, composition, and artistic techniques

## SKILLS

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### Technical Skills:

- **Software Proficiency:** Experienced in Adobe Illustrator and Adobe Photoshop, utilizing them for high-quality vector graphics, photo editing, and digital compositions
- **Branding & Identity Design:** Skilled in developing cohesive brand identities, including logo creation, visual style guides, and brand strategy implementation
- **Typography & Layout:** Strong understanding of type hierarchy, font pairing, and grid-based layouts for both digital and print media
- **Color Theory & Composition:** Expertise in color psychology, palette selection, and visual balance to enhance design aesthetics and brand messaging

- **Print & Packaging Design:** Knowledge of print production, including brochures, business cards, posters, and packaging, ensuring print-ready files with proper bleed, trim, and color settings
- **Digital & Social Media Design:** Ability to create visually compelling marketing materials such as social media graphics, advertisements, and infographics tailored for various platforms

#### **Soft Skills:**

- **Creativity & Innovation:** Strong ability to conceptualize unique and engaging design solutions that align with brand identities and project goals
- **Attention to Detail:** Meticulous in refining compositions, typography, and color accuracy to ensure polished and high-quality designs
- **Problem-Solving:** Skilled in analyzing design challenges and developing effective visual solutions that enhance communication and user engagement
- **Adaptability:** Quick to learn new design trends, tools, and techniques, ensuring continuous growth in an ever-evolving creative industry
- **Teamwork & Collaboration:** Capable of working effectively within teams, coordinating with clients, and incorporating feedback to refine designs

#### **Languages**

- **English (Full Professional Proficiency)**
- **Arabic (Native Proficiency)**