

+961 70 092 059
Beirut, Lebanon

[Portfolio](#)
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Fluent in:

Arabic
French
English

Professional Profile

A dedicated, creative, and experienced design professional with vast expertise in creating visually effective content. Currently seeking to utilise expertise and understanding of all elements of design, layout, typography, user interaction and requirements, in an Interaction Design role within the High Technology industry. Exemplifies exceptional flair for communicating and engaging with individuals and formulating positive internal and external relationships. Places strong focus on the importance of identifying opportunities, creating solutions, understanding customer needs and the best ways to meet customer needs in terms of cost and quality.

Employment History

Creative Technologist, Leo Burnett, Lebanon — 2017-2018

Part of the digital, focusing on innovation and social strategies for Beirut, and Dubai.

Art Director, Leo Burnett, Lebanon — 2016-2017

Art Director part of the Procter and Gamble team, focusing on Laundry products.

Freelance Branding & Web projects, Lebanon — 2014-2016

Completed branding and web projects for a number of companies who included; Stones Qatar, Terroirs du Liban, Fair Trade Lebanon and Scouts du Liban.

Junior Graphic Designer, Kubik Design Agency, Lebanon — 2012-2014

- Demonstrated willingness to learn how to become an independent designer.
- Handled projects that ranged from organising initial client meetings and defining user flows, to supervising user interface designs.
- Showcased excellent interpersonal and communication skills whilst interacting with colleagues.

Education & Qualifications

- **M.A.** Interaction Design Communication — University of Arts London, UK (2014 - 2016)
- **B.A.** Graphic Design — Lebanese American University, Lebanon, Beirut(2009 - 2012)
- **HSD** Collège Notre Dame de Jamhour, Lebanon, Beirut (1996 - 2009)

Key Skills

- **Industry Expertise** - Experienced graphic designer with particular expertise in Adobe Photoshop, Adobe Illustrator, Typography and Layout, Adobe After Effects, Adobe Indesign, and Motion Graphics. Able to successfully gauge business and client requirements through the utilisation of skills, achieving a creative and high visual impact. Savvy at learning new systems and welcomes any technical challenge faced.

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Key Skills (cont'd)

- **UI / UX Design** - Able to oversee complete user interface design in order to ensure user interaction is as simple and efficient as possible whilst accommodating and successfully meeting user and client goals. Has experience in undertaking user interface and experience design for websites and apps including mobiles and tablets.
- **Team Working** - Effectively able to work as part of a team as well as on own initiative. Possesses a hands-on approach, enjoys being part of a strong team and being able to contribute knowledge and experience to colleagues and staff.
- **Organisation** - Astute organiser, able to plan workload and prioritise tasks where necessary. I thrive in highly pressurised and challenging working environments.
- **Communication and Interpersonal Skills** - Commands exceptional people and relationship management skills. Able to network efficiently and effectively, and present information both verbally and in writing.
- **Technical Competencies** - Exposed to and knowledgeable of various techniques and software including; Cinema 4D, Wireframing, Omnigraffle, Processing, User Experience Max MSP, Sketch, Agile, Branding and Arduino.
- **Website Design** - Highly proficient in the use of HTML and CSS, placing a particular focus on the improvement of user experience.

Achievements

- 2019 Silver Lynx Award for the #ShameOnWho campaign - Abaad
- 2018 Silver MENA Effie winner for the #ShameOnWho campaign - Abaad
- 2018 Silver MENA Effie winner for the Giving is in your Blood campaign - IFRC
- 2018 Winner of Facebook's Hack for Good Competition in Dubai
- Participated in ThingsCon event between 2014 - 2015 in Berlin
- Winner of MiniMega toy design competition between 2011 - 2012
- Became Chief of boy scouts at Collège Notre Dame de Jamhour between 2008 - 2012
- Provided private after school general tutoring between 2005 - 2012
- Member of Lebanese Girl Scouts Association between 1998 - 2008

REFERENCES ARE AVAILABLE ON REQUEST