

+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. Demonstrates passion for delivering the best quality of work possible by going the extra mile and thinking outside the box, currently shown whilst completing Interactive Installations. Pragmatic and motivated, with the ability to meet demanding deadlines under high levels of pressure.

Employment History

Digital Art Director, Leo Burnett, Lebanon — 2016-present

Art Director part of the Procter and Gamble team, focusing on Laundry products. Completed a little over one year before switching to the digital team, focusing on innovation and social strategies.

Freelance Branding & Web projects, Lebanon — 2014-2016

Completed branding and web projects for a number of companies.

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

- Handled projects that ranged from organizing 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 - 2015)
- **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, Adobe After Effects, Adobe Indesign, Sketch, Invision, Ominigraffe and Jira. Able to successfully gauge business and client requirements through the utilisations of skills, achieving a creative and high visual impact. Savvy at learning new systems and welcomes any technical challenge faced.
- **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.

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Key Skills (cont'd)

- **Strategic Problem Solving and Planning** - Innovative and proactive planner with astute problem solving skills. Able to successfully formulate solutions and initiatives to ensure company objectives are met.
- **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, Max MSP, Arduino, Sketch, Invision, and Jira.

Achievements

- Winner of the Hack for Good Facebook Competition in Dubai 2018
- 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