



## Senior Graphic Designer

### ABOUT ME

Highly accomplished and innovative Art Director and Senior Graphic Designer with over **11 years** of experience in leading creative projects, concept development, and visual communication. Proven ability to elevate brand awareness, streamline design workflows, and deliver impactful visual solutions across diverse platforms. Adept at team leadership, cross-functional collaboration, and leveraging cutting-edge design technologies to achieve business objectives. Seeking to apply advanced creative direction and design expertise to drive visual excellence and market impact.

### CONTACT



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Lebanon - Nabatieh



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### LANGUAGES

#### ARABIC



#### ENGLISH



### SKILLS

#### ADOBE SUIT



#### Figma



#### MICROSOFT OFFICE



#### Blender



### EXPERIENCE

Jan 2025 - till Now

#### Art Director & Senior Designer

at Update Digital Marketing - Lebanon

- Leading the creative vision and execution for digital marketing campaigns, ensuring brand consistency and high visual impact across all platforms.
- Directing and mentoring a team of designers and editors, fostering a collaborative environment and ensuring the delivery of innovative and effective media solutions.
- Developing and implementing design strategies that align with client objectives and enhance user engagement and conversion rates.
- Collaborating closely with marketing, content, and development teams to integrate design seamlessly into comprehensive digital strategies.
- Staying abreast of industry trends and emerging technologies to continuously enhance design capabilities and output quality.

2025-2023

#### Art Director

at Mediaology - Lebanon

- Stayed at the fore front of design trends and technologies, integrating innovative solutions into design processe, including VFX and Animations.
- Collaborated closely with cross-functional teams, including product management, to ensure seamless integration of design principles into product development.
- Utilized project management tools and methodologies to streamline workflows and improve project efficiency.
- Ensured that all social media content adheres to the brand's guidelines and maintains a cohesive look and feel, including using the right color schemes, fonts, and logos.





## EXPERIENCE

2023-2024( Remotley)

### Freelance Graphic Designer

Alo Media - U.A.E

- Designed and created graphics, images, videos, and other multimedia content that align with the brand's messaging and goals, including social media posts, stories, and ads.
- Developed and executed a visual content strategy that reflects the brand's identity and voice consistently across all social media platforms.
- Ensured that all social media content adheres to the brand's guidelines and maintains a cohesive look and feel.
- Created content that encouraged user engagement, such as interactive graphics, polls, and contests.
- Stayed up-to-date with design trends, social media trends, and emerging technologies to keep content fresh and relevant.

2023-2024( Remotley)

### Art Director/Head of Department

Doubl 7 Agency - Saudi Arabia

- Established and articulated a creative vision for projects, ensuring that the visual elements align with the overall storytelling goals.
- Created innovative design concepts that enhanced the visual appeal and effectiveness of project objectives.
- Worked closely with other department heads, clients, and stakeholders to ensure that the visual direction contributed to project success.

2023-2024( Remotley)

### Free Lancer

Jawaher Media - Qatar

- Designed over 100 social media graphics, videos, and animations, showcasing the company's brand identity and values.
- Designed and implemented a social media marketing strategy that resulted in a %50 increase in followers, leads, and conversions for the company and its clients.

2020-2024

### Creative Consultant & Designer

Z -Playing Cards - Lebanon

- Successfully Funded a Playing Cards Project called Cedars Playing Cards wich was and still on Kickstarter.com
- Created a name in a closed community based from Lebanon.
- Created Original Mockups and Designs for clients.



## OTHER SKILLS

LASER CO2 MACHINES MONITOR



PRINTERS MAINTANACE



COMPUTER MAINTANANCE



CONTENT CREATION



SOCIAL MEDIA KNOWLEDGE



METTA MARKETING



GOOGLE MARKETING





## EXPERIENCE

2023-2024( Remotley)

### Freelance Graphic Designer

Mercati app - Qatar

- Stayed at the forefront of design trends and technologies, integrating innovative solutions into design processes.
- Utilized project management tools and methodologies to streamline workflows and improve project efficiency

2018 - 2020

### Printing Manager

Al Deraset - Lebanon - Nabatieh

- Supervised the design and production of various print materials, such as books, magazines, flyers, posters, and banners, ensuring quality, consistency, and adherence to client specifications.
- Understood clients' needs, expectations, and goals, and proposed creative solutions that met their objectives and budget.

2018 - 2020

### Printing Manager

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- Supervised the design and production of various print materials, such as books, magazines, flyers, posters, and banners, ensuring quality, consistency, and adherence to client specifications.
- Understood clients' needs, expectations, and goals, and proposed creative solutions that met their objectives and budget.
- Created new printing methods, reducing costs for companies to increase income. \* Implemented strategic workflow to reduce pressure on co-workers.
- Taught and brought more creative ideas for customers, clients, and co-workers.
- Prepared illustrations and rough sketches of materials, discussing them with clients, and making necessary changes.

2015 - 2018

### Junior Graphic Designer

Graphica - Lebanon - Nabatieh

- Assisted senior designers in various graphic design projects, gaining foundational experience in design principles and software.

2011 - 2015

### Photographer And Videographer

El Reda - Lebanon - Nabatieh

- Shot and edited portraits, events, and product videos with high client satisfaction
- Balanced lighting, set design, and post-production to meet fast-paced commercial deadlines
- Developed a recognizable color grading and shot composition approach that set the studio apart
- Influenced client expectations and creative briefs, leading to more brand-aligned projects
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## SPECIALITIES

- VECTOR ILLUSTRATION
- KINETIC TYPOGRAPHY
- DIGITAL PRINTING
- PHOTO EDITING
- VFX / CGI
- Ui/Ux

## HOBBIES AND INTERESTS

- Photography
- Music
- Drawing
- Dancing

