

# SARAH TARHINI

Senior Graphic Designer | Digital Marketing| Motion Graphics

 October 21, 1996

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## EDUCATION

2019 - 2021 | Lebanon

**| M.A Graphics and Visual Communication - Lebanese University**

2014 - 2018 | Lebanon

**| B.A Graphic Design -American University of Science and Technology (AUST) Honors\***

2014 | Jeddah, Saudi Arabia

**| Equivalence to the Lebanese Baccalaureate | Cambridge CSI Examination (British Program) 2 A Levels - 4 AS.**

## PROFESSIONAL EXPERIENCE

**| Senior Graphic Designer**

*MATRIX DESIGN & MEC-KIN | 2018 - 2022 | Lebanon/Africa(DRC)*

**| Online Marketing**

- Responsible for managing monthly social media content plan for the following brands: USPA, LCW, Nine West, Penti, FLO and itstyle.
- Create social media posts (visual, 2d illustrations) to attract target audience and increase traffic.
- Plan, execute and optimize social media campaigns.
- Create detailed artworks for monthly campaigns.(online and offline marketing)
- Maintain direct contact with brands, receive their briefs and comments, sharing the artwork campaign with them.
- Create Website designs for local african mall. (Matrix Tower)
- Execute 2D animation projects, including company storytelling.

**| Offline Marketing**

- Design attractive digital billboard (motion graphics) for brands to increase our reach and bring traffic.
- Design seasonal billboards and unipols for brands (2d illustration or visual base).
- Execute and design Mall (Matrix Mall located in Kinshasa) offline print, from in store artwork to wayfinding and banners.
- Design editorial designs from corporate profile, business lines and company portfolio.

## **| 2D Animator/UI Designer**

*MENSA TECHNOLOGY | 2022 - present (freelance) | Dubai*

- 2D animator, design 2D sticker illustrations and animations, convert them to be used in gaming applications.
- Create 2D Animation for company storytelling videos.
- Update UI design for gaming application (wensa), create new design elements to be used in application.

## **| Graphic Designer/ Social Media**

*Lancaster Tamar Hotel | June 2017 - October 2017 | Lebanon*

- Manage the monthly media content calendar, with an emphasis on highlighting the services of the hotel and its related brands.
- Photography - show real life style/events through camera lens, retouching photos to be used on social media platforms.
- Editorial design- hotel restaurant menu.

## **CERTIFICATES**

2018 | Lebanon

**| BARCLOUD competition - 3rd place.**

## **PROFESSIONAL SKILLS**

Adobe After Effects

Adobe Illustrator

Adobe Photoshop

Adobe XD

Adobe Dreamweaver

Figma

Adobe Muse