

I'm an Art Director with over 10 years of experience in design and advertising. One thing I try to communicate with my work is "single minded concepts" with minimalist timeless approach.

Currently, I am looking for new experiences to push myself into new areas of creativity.



education

- 1999 - 2004 ● American University of Science and Technology
Beirut, Lebanon Bachelor of Arts (BA), Graphic Design
- 1999 ● Saint Elie Btina
Beirut, Lebanon Official Baccaulareate 2, Experimental Science

work experience

- 2010 - Current ● Focus Advertising
Jeddah, KSA
Art Director
 - Work closely with Chief Creative Director and Creative Director to create original ideas and concepts
 - Handle art direction for main projects, and creative designs for ATL and BTL campaigns
 - Collaborate with other Art Directors to maintain high standards in designs and art direction
- 2006 ● Bridges Marketing and Communication Solutions
Jeddah, KSA
Art Director
 - Liaise with Creative Director to come up with both ATL and BTL concepts and designs
 - Create original, strategically challenging designs and concepts ensuring delivery on time
 - Meeting with clients for briefing, presentations and feedbacks
 - Take responsibility for quality control of amends in light of clients' comments
- 2004 - 2006 ● Dots Printing Press
Beirut, Lebanon
Technical Supervisor
 - Pre-Press and Digital Departments (2006)
Quality control and color calibration for press and digital proofing in order to match the proof between screen, digital print, and final press output. In addition to training and research in the color management.
 - Digital Department (2004 - 2006)
Initiated the department from scratch including training, research, and implementation for calibration and different printing media. In addition to color calibration, production follow up and quality control.
- 2003 - 2004 ● Al Wakil Ads Paper
Beirut, Lebanon
Graphic Designer

contact

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personal information

- 25/11/1980
- Lebanese
- Jeddah, KSA
- Married

skills

- Ps Ai Id
- Photography ●●●●●●●●○○
- Packaging ●●●●●●●●○○

development

- 2016 ● Dubai Lynx 2016
- 2015 ● Dubai Lynx 2015
- 2014 ● Cannes Lions 2014
- 2013 ● Studio 11 Workshop (Dubai)
- 2006 ● IPEX Exhibition (Birmingham)

languages

- Arabic Native
- English Fluent
- French Intermediate

interests

