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Born 1980 | Lebanese
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This CV contains:

Education

Training

Work Experience

Projects | 1&2

Freelance Projects

Skills & Hobbies

EDUCATION

University | BGD

Date of graduation | June 2002

American University of Beirut

Department of Architecture and Design

Graphic Design Program | A 4 year program studying experimental methodologies in graphic and communication design.

Areas of emphasis | Graphic & communication design, publications, packaging, corporate identity, retail design, illustration, animation, interactive and web design.

School | Elementary Math - French Baccalaureate with "mention AB", 1998.

TRAINING

- 8 weeks at Dakroub printing press/ summer 2000.
- 8 weeks training at Future Television/ Animation department summer 2001.

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

Oct 2005-April 2010, with « Nour Kanafani Design »

Design Dept./ Senior Art Director

- Responsible for the Design department (briefing, brainstorming, design & artwork).
- Follow-up with printing presses for specs & quality control
- Supervised undergraduate designers on their Internships.

PROJECTS

DELOITTE & TOUCH | MIDDLE EAST

- Internal office branding / Office posters
- Desk calendar '08
- Ahlan Kit | New recruits give-away welcome kit 2010
- Business game | Job fair 2010

MAKASSED PHILANTHROPIC ASSOCIATION | LEBANON

- Iftar'08 + '09 | Beirut
 - Invitation cards (regular+VIP)
 - Space Signage
 - Surrounding & reception boards
 - stage, roof flags, external signage, road flags.
 - Whole Branding
 - Napkins, sous-plats, table flags, chocolates.
- CFU Program/ Kit
 - Involving launching of the Cancer Fund Unit [CFU] program
 - CFU Brochure
 - Donation Application
 - Envelops (A4 & letter)
 - Magazine ad
- Amal Maher & Salim Sahab event for CFU
 - 80 pages Magazine
 - Event branding

GOODIES | LEBANON

- Retail food packaging (cake boxes, baklava boxes, chicken wrap, eggs box,..)

AL MUTAWIR | KUWAIT

- Logos, Corporate identity, profiles and applications for various Real Estate projects in the GCC region:
 - Emara Project
 - Edafah Project
 - Office Park Project
 - Seerah Project
 - Al Mayssam Project

KETTANEH CONSTRUCTION | LEBANON

- “K for Construction” Newsletter | ME Region.
- Advertisement
- Rewards Program
 - Metallic Award design
 - Certificates (5, 10, 15,.. years..)
 - Event invitation
- Safety Campaign | ME Region.
 - Concept creation “How safe are you”, applied to
 - Helmet sticker
 - Site posters
 - Office posters
- QA/QC | ME Region.
 - Creation of visual identity
 - Posters
 - Site fence
 - Helmet sticker

INKRIPT (formerly IPT) | LEBANON

- Stationary
- Fulfillment line | Cape Town Exhibition.
 - Launching the product line by Inkript security printing, involving “Fill & pack” solutions for SIM cards
 - Box including 13 packages (Fill & pack solutions for SIM cards)
 - Fulfillment brochure
- Web invitations and announcements
- Events mailers (Women day, Christmas, Mawlid, Eid, Ramadan..)

BASSIL FLEIHAN 4TH & 5TH MEMORIAL EVENT | LEBANON

- Logo and visual identity
- Invitation card
- Brochure for event, with letter inside

KOMMSULT | LEBANON

- Corporate profile brochure.
- Logos & Corporate identity for various Real Estate:
 - Al-Shamiyya
 - Aman
 - Awaed
 - Makkah Cultural center

TIJARA REAL ESTATE | KUWAIT

- Magazine Advertisement line
- “Cliffs” real estate project:
 - Brochure + cover
 - Project Advertisements

CAPITAL OUTSOURCING | LEBANON

- Corporate Identity
- Roll-Up banners for various events | Dubai | Lebanon.
- Job Fair campaign | Lebanon.
 - Involving the company display at the Job Fair exhibition in the American University of Beirut [AUB], and the Lebanese American University [LAU].
 - USP/ Concept
 - Roll-Up Banners

- Installation large banners
- Flyers

- MEFX event | Dubai.
 - Roll-Up Banners
 - Corporate CO profile.

U-FOOD | LEBANON

- Coraya brand promotion | France.
 - External campaign (Billboards/ Unipoles/ Pikasso buses).
 - Roll-Up Banners
 - Truck branding
- Boursin cheese promotion | France.
 - Bldg signage
 - External campaign (Billboards, signage)
 - Truck branding
- L'exquis brand | France
 - Products Packaging
 - Roll-Up Banners
 - Truck branding
- Paléa Newsletter | ME region

GEORGE KHOURY SAL | LEBANON

- Product brochures
- Greeting card
- Chocolate Box, as a give away item for christmas.

TAGHZIAH | LEBANON

- Food packaging (Various can sizes, Stickers)
- Road signs (Posters, Billboards, Unipoles)
- Magazine ads.

AREEBA | SUDAN

- Campaign for Areeba Sudan Telecom
 - Posters
 - Flyers

SHAHBA MILLS | LEBANON

- Logo+Corporate Identity
- Labelling & Packaging for various kinds of flour bags.
- Identity & Packaging for Sub brands [One Flour & Casper Flour].

Oct 2002-Sept 2005, with « GraphicShop »
Design Dept./ Creative Designer

- Participated in the Design process involving research, sketching, meeting with clients, and finalizing artwork for printing.
- Trained newcomers to progressively become responsible for their own projects.
- Supervised Undergraduate Designers on their Internships.

PROJECTS

KRAFT FOODS | LONDON

- Tang+Maxwell House Coffee packaging+promotion | Jordan.
- Various POS material | MENA Region.

MÖVENPICK HOTEL & RESORT | LEBANON

- Rozalia boutique (Shopping arcade) / Logo+Corporate Identity
- Greeting card for Ramadan'05

AL SAFIR HOTEL | LEBANON

- Magazine ads + internal forms

AL BARAKA FARMS | JORDAN

- Pollen Water packaging+publication.
- Date Jam packaging.

AMERICANA | KUWAIT

- Researching & developping innovative packaging systems for food products (Pasta, Fuit jams, Tomato Paste, Cooking Oil)

BUZWAIR | QATAR

- Logo+Corporate Identity

MALCO | LEBANON

- Pain D'or shops
 - Corporate Identity
 - Retail packaging
 - Inhouse branding
 - Signage system
 - Menues & Publications
 - Truck designs
- Pain D'or Ramadan campaign'05
 - POS material
 - Menues / Flyers
 - Imssakiah
 - Window display
- Mammamia cakes & Croissants/ Launching
 - Logo Arabic Adaptation
 - Packaging
 - Display boxes
 - POS material
- Hordeshoe Restaurant
 - Logo Arabic Adaptation
 - POS material & Window display
 - Menues / Flyers
 - Imssakiah

ANNABIL | LEBANON

- Food packaging

NABRESCO | JORDAN

- Logo+Corporate Identity

SAVOLA EDIBLE OILS | SAUDI ARABIA

- Al-Arabi oil
 - Packaging system (PET&TIN)
 - Logo Uplift

FOOD STUFF | SAUDI ARABIA

- Arrow Juice Logo
- Tono drink Logo

CASPER & GAMBINI | LEBANON

- Logo Arabic Adaptation

FOOD STUFF | SAUDI ARABIA

- Arrow Juice Logo
- Tono drink Logo

CASPER & GAMBINI | LEBANON

- Logo Arabic Adaptation

ORANGE MEDIA | DUBAI

- Logo+Corporate Identity

DOLSI | LEBANON

- Dolsi Chips Packaging + Promotions
- Dolsi Gelati Packaging + Promotions

EDM | LEBANON

- Noria software/ Launching at GITEX annual exhibit
 - Noria Logo
 - Business Cards
 - Software Icon for computer screens
 - Posters + Ads
 - Software manual (32 pages booklet)

IZZAT DAOUK | LEBANON

- Banners

AUDI BANK | LEBANON

- Flyer launching zakat at Audi branches.

FREELANCE PROJECTS

AL MUTAWIR | KUWAIT

- Logo &, Corporate identity

SLP | SUDAN

- Logo+Corporate Identity

SANDOUK AL ZAKAT | LEBANON

- 'Hakkik Omniati' Project Logo
- Project Brochure

MARSHAL | UAE

- Logo &, Corporate identity

MY BOOK MY WORLD | LEBANON

- Logo
- Leaflet

ILTIZAM | UAE

- Logo &, Corporate identity

TAYBA WATER | LEBANON

- Logo
- Bottle label
- Leaflet

AL-BABA SWEETS | LEBANON

- Ramadan brochure

ISLAMIC KNOWLEDGE CENTER | LEBANON

- Logo & Corporate Identity

KURAN KARIM RADIO | LEBANON

- Logo+Corporate Identity

I3JAZ CAMPAIGN | LEBANON

- Logo
- Event Branding

WHITE MUSK PUBLICATIONS | KSA

- Logo Uplift
- Set of 6 greeting cards
- Brand Identity

METROPOL GULF | UAE

- Brochure/ project presentation to Sheikh Mhd Bin Zayed Al Nahyan

OTHER

SKILLS & HOBBIES

Drawing, Arabic literature.

LANGUAGES

Fluency in Arabic, English and French (written and spoken).

NOTES

THE ABOVE MENTIONED PROJECTS ARE A SELECTION OF THE MOST IMPORTANT CLIENTS/PROJECTS

REFERENCES ARE AVAILABLE UPON REQUEST.

Lamia R.El-Sayed

THANK YOU.