



DIGITAL DESIGNER

ABOUT

As an experienced Digital Designer with 7+ years in the field. Design is not just a profession but a passion.

I prioritize precision, efficiency, clear communication, and attention to detail.

I excel in quick adaptation, versatility, and continuous expansion of expertise.

ACADEMIC BACKGROUND

Jesus & Mary School (1999 - 2014)
Rabweh, Lebanon

Faculty of Sociology & Economics
High School Diploma

Notre Dame University (2014-2018)
Zouk Mosbeh, Lebanon

Faculty of Natural & Applied Sciences
Bachelor in Computer Graphics
& Animation

TECH & SOFT SKILLS

- Adobe Creative Suite
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dimension
- Adobe XD
- Autodesk 3Ds Max
- Midjourney
- Leonardo.ai
- Attention to detail
- communication
- sculpting and modeling
- drawing and painting
- creativity
- teamwork
- time management
- problem-solving
- financial planning

PASSIONS

- swimming and hiking
- rescuing dogs and cats
- singing and watching movies

EXPERIENCE

Gamma Interactive Inc.
Senior Graphic Designer

Jul 2022 – Present

- Designed over 900 banners for our websites' promotional pages, which resulted in a 45% increase in click-through rates and a 35% improvement in conversion rates
- Animated over 20 GIF-looped videos for affiliate websites
- Constructed UI mockups for new affiliate websites and revamps
- Researched competitors and marketing enhancements suggestions
- Communicated with marketers, designers, and heads of departments
- Revamped over 700 game card designs for display on our new website launch, resulting in a 60% increase in user interaction and a 40% boost in website traffic
- Used prompts on AIs such as Midjourney, Leonardo, and Runway to create AI models and assets and elevated their appearance using AI Adobe Photoshop and photo-retouching
- Crafted over 60 Electronic Direct Mail (EDM) via Unlayer
- Generated landing Pages using Unbounce and Wix

Infosysta Apps (Atlassian)
Digital Designer

Jan 2022 – Jul 2022

- Constructed social media posts for LinkedIn, Facebook and Twitter
- Tailored over 100 banners and screenshots for blogs written by my colleague, resulting in a 40% increase in click-through rates and a 20% in engagement on blog posts
- Edited over 40 how-to videos for ADD apps on Atlassian Marketplace, leading to a 50% increase in views and a 25% improvement in user engagement
- Animated 2D videos created for each app's marketing plan
- Developed UI design for login pages or menus of certain apps
- Brainstormed ideas and app enhancement sessions
- Communicated with content writers, marketers, developers and designers

Digital Revamp
Digital Designer

Jan 2021 – Jan 2022

- Crafted over 80 social media posts and logos for SHRM/JT, Potomac, etc., resulting in 30% increase in engagement and brand visibility
- Animated over 10 2D videos and digital social media ads for SHRM, achieving a 25% increase in user engagement and a 15% boost in campaign performance
- Modeled a game design, including UI design and 3D fish elements, contributing to a 50% improvement in user experience and a 20% increase in user retention

Editec
Digital Designer

Oct 2019 – Sep 2020

- Produced over 50 digital social media ads for casinos, sports betting, and slots, resulting in a 40% increase in user engagement
- Modeled casino assets including roulette, slots, game cards, and emojis, leading to the creation of over 50 high-quality assets used in marketing campaigns
- Introduced and implemented a new concept for visual creation using Adobe Dimension, conducting tutorials for the Graphic Design Department, and resulting in a 30% improvement in design efficiency and skill development
- Made 20 lottery game videos for TV channels and social media platforms across most African countries, driving a 50% increase in brand awareness and customer engagement

SK Bijoux
Brand Ambassador

Aug 2018 – Sep 2019

- Formed 10 animations and over 50 graphic content pieces and photo retouching for social media platforms, resulting in a 65% boost in brand visibility
- Designed and developed a website, leading to a 40% increase in online sales and improved sales profit management by 25%
- Edited videos, photos, and videographed new and best-selling jewellery stocks, resulting in 50% improvement in product presentation and a 20% increase in sales for jewellery items

GRIND Digital
CG Designer

Nov 2016 – Feb 2018

- Modeled and textured over 40 3D assets for Augmented Reality applications for AZIMUT yachts and Maserati cars, resulting in a 40% increase in sales and contributing to a 50% enhancement in product visualization and brand representation
- Produced over 50 digital ads and logos for clients including Liban Post and Wheelers, leading to a 30% increase in brand awareness and a 25% boost in customer engagement