

A creative professional with over 20 years of experience in digital and web design who is seeking a challenging and rewarding role as a Creative Director. I have proven success in leading and managing creative teams, with expertise in all aspects of digital and web design, including ideation and a strong understanding of usability and user experience. I am skilled in both independent and collaborative work, with excellent communication and presentation skills. I am a passionate, creative and innovative individual who is available for remote or hybrid work.

**EDUCATION**

HIGHEST DEGREE EARNED

Masters in Design (EMDes)  
OCADu / Canada - 2010

Certificate Social Media Strategy  
UofT / Canada - 2015

BA Advertising and design  
NDU / Lebanon - 1996

Website Design and Development Toronto  
Metropolitan University (formerly Ryerson University)  
- The G. Raymond Chang School of Continuing  
Education / Canada - 2007

**TEACHING**

MOST RECENT

Centennial College  
Design, Entrepreneurial, Social Media and  
Creative Strategy courses / Canada - 2017-2023

Sheridan Tech  
Marketing Graphics / Canada - 2010

**VOLUNTEERING**

TRIEC Mentoring Partnership - 2023

Acces employment - 2023

Mentoring Since - 2010

The Salvation Army in Canada - 2008-2010

Bernard Betel Centre - 2008-2009

**LANGUAGES**

Fluent in English, French and Arabic

**SOFTWARE**



Figma



Sketch



Adobe  
Creative  
Suite

**SOME OF MY KRYPTONITE**



ICE CREAM



COFFEE



BURGER

**WORK EXPERIENCE**

MOST RECENT

PERFORMANCE ART / CREATIVE TEAM LEAD / CONTRACT 2021 - PRESENT

- Led the development and implementation of a comprehensive portal for individuals with pulmonary arterial hypertension (PAH), informed by user testing.
- Collaborated closely with clients to ensure the portal's design is user-friendly and aligned with their requirements.
- Worked closely with the creative team to develop an engaging and visually appealing user experience.
- Produced high-fidelity mockups and designs to accurately represent the portal's visual and functional aspects.
- Oversaw user and client feedback to facilitate ongoing enhancement of the portal's functionality and content.
- Demonstrated exceptional teamwork abilities by fostering effective collaboration among designers, developers, and clients.
- Maintained project momentum despite late-stage changes necessitated by technical and regulatory requirements.

SENIOR ART DIRECTOR & CREATIVE DIRECTOR / FREELANCE 2007 - 2021

- **Publicis:** Demonstrated successful project management capabilities for renowned clients such as Citi Bank CRM, 24PetWatch checkout, and Purolator digital brand. This has allowed me to obtain the skill of consistently achieving exceptional results while meeting project objectives in a timely manner.
- **Grey Worldwide:** Led creative projects for pharmaceutical clients Lilly and Organon at Grey Worldwide, delivering innovative and effective campaigns that drove sales and boosted brand awareness.
- **Dentsu:** Delivered exceptional art direction and design work for a diverse portfolio of brands, including American Express and Manulife.
- **Ogilvy:** Spearheaded the design of the YorkU website redesign and contributed to the development of new brand guidelines. Led and supported creative work for major accounts such as Kimberley-Clark, Pizza Hut, Dove, Invest in Canada, and others.
- **Other:** Successfully led and completed numerous small and large projects for top-tier agencies, including Agnostic, Proof, Haft2, Klick, KBS+, Armstrong Partnership, and many others.

OGILVY / CREATIVE DIRECTOR / FULL-TIME RIYADH 2006 - 2007

- Led and managed a team of 23 creative professionals from diverse cultural backgrounds.
- Achieved notable success in growing existing client businesses and securing six new accounts within a one-year period.

BBDO / CREATIVE DIRECTOR / FULL-TIME KUWAIT CITY 2002 - 2006

- Led a team of 19 multi-national creative talents.
- Directed the creative aspects of both existing client accounts and new business pitches.
- Created some of the most buzzworthy and effective campaigns in the Kuwaiti market.

**DESIGN EXPERIENCE**

- GAMIFICATION
- CONCEPTUALIZATION
- WEB DESIGN
- PRINT
- VIDEO
- APPS DESIGN
- SOCIAL MEDIA

**LOVES & INTERESTS**

- FAMILY
- LEARNING
- TRENDS TRACKING
- WORKING
- TV SERIES
- PODCASTS
- EXERCISING
- PROCRASTINATING

**PLACES MY MASTER'S DEGREE HAS TAKEN ME**

