

ZÉNA KHAIRALLAH

GRAPHIC DESIGN PROFESSIONAL

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PROFESSIONAL EXPERIENCE

With over 15 years experience as a graphic design professional, my skills range from concept creation to actual implementation, mostly in print, corporate identity, publication, packaging, and photography.

After graduating from the American University of Beirut, Lebanon (AUB, 2005), I have extensively trained and worked in several design domains. This versatile experience has allowed me to develop strong organizational skills, with management capabilities in heading design teams, where my role includes drafting proposals, following up with clients, coordinating with suppliers, providing quality control, as well as keeping track of deliverables and mentoring team members.

Design specialties: Corporate identity, Logo design, Layout design, Promotional products, Branding, Publication, Event branding, Signage, Space branding, Packaging, Web design, Magazine setup.

Assets: Team leading, Brand development, Budgeting, Project management, Time management, Quality assurance, Art direction, Photoshoot direction.

2005–PRESENT FREELANCE

Corporate Identity

Development of logo and branding items of various companies.

American Friends of the Lebanon Mountain Trail, L'Atelier Thespis, Beirut Oncology, CodeBird, G-TEK, Green Wheels Association, L'Hôte Libanais, Intercontinental Bank of Lebanon (IBL), Karim Bekdache Architect, Karl Zouein Architects, Lahoud Dental Clinic, Riad al-Assaad, THE Holding, Wissam Tawil and Associates.

Branding and Promotional Material

Design of communication material and promotional items.

3D Horizons, American University of Beirut, Balkis Orchard, Beirut Marathon Association, Beiteddine Festival 2009-2010-2011, BETA for animal protection, Dolly's - Conserves Modernes Chtaura, Galerie Janine Rubeiz / Solidere Shafic Abboud Exhibition, Keyfreight Services, Lebanon Mountain Trail Association, Librairie Antoine, Market Intelligence and Consulting (MIC) / Oracle, Mouftah el Chark, Prodent sal, Red Bull, Zahar Kids and Zahar Lingerie.

Publications

Concept creation and layout design of newsletters, magazines, books and reports in English, French and Arabic versions.

ILO Qatar with the Ministry of Administrative Development, Labour & Social Affairs, The Lebanese Center for Policy Studies (LCPS), 3D Horizons, American University of Beirut, Arab Ad Magazine, Arab Medical Association Against Cancer (AMAAC, Jordan), Association for Lebanese Organic

Agriculture (ALOA), Beirut Marathon Association, Chaml Human Rights Organization, Christian Aid, Comité des Commerçants d'Achrafieh, Ecodit / Ministry of Environment / UNDP, El-Aref Law Office, Euro-Mediterranean Human Rights Network (EMHRN, Denmark), Green Line Association, Institut Européen de Coopération et de Développement, International Management Group / European Union, Italian Embassy / Ministry of Interior, Librairie Antoine / Hachette Antoine, Progetti / Gena and co, Société de transformation industrielle en Côte d'Ivoire (SOTICI), UNIDO / Ministry of Environment, UNRWA / EU, Wissam Tawil and Associates.

Packaging

Creation of bags, boxes and labels for various companies.

A-Z Corporate International, Dolly's - Conserves Modernes Chtaura, Wadi el-Taym Women's Cooperative, Librairie Antoine, Zahar Kids and Zahar Lingerie.

Signage and Space Branding

Design of in-store branding, window displays and signage system.

Live Organic Store, Masrah el-Madina, Progetti / Gena and co, Wissam Tawil and Associates, Zahar Kids and Zahar Lingerie.

Web Design

Development of wireframes and website designs for various clients.

Badra Retails, Beirut Oncology, La Gaviotta Boutique, Market Intelligence and Consulting, Mini Pluriel, Peaks Hotel and Resort, Progetti / Gena and co, THE holding.

2014–2019 Mr.H (Dubai, UAE) Senior Lead Creative

As Senior Lead Creative, one of my main roles within the studio was project management, including design and creation, meeting with clients, and coordinating with suppliers. Internally, my duties included mentoring and briefing team members, checking files for production, quality control of print proofs. Main clients handled: UAE Prime Minister Office, Emirates Leisure Retail, Anantara Hotels & Resorts, Informa Exhibitions, Costa Coffee, Fleming Gulf Exhibitions, Abu Dhabi National Exhibition Centre.

2012–2014 Polypod (Beirut, Lebanon) Design Manager

Polypod is multi-disciplinary studio, where my role was to head the Graphic Design department. My duties included writing project proposals and budgeting, meeting and following up with the clients, coordinating with the suppliers, preparing and checking all files for production, quality control of print proofs. Internally, duties included mentoring the design team, setting the timeline for all projects and keeping track of the deliverables. Main clients handled: Beirut Municipality, Beirut Creative Cluster, American University of Beirut, International School of London.

2009 In Magazine (Beirut, Lebanon) Communication Consultant
Participated in setting up a new fashion and lifestyle magazine—directing photoshoots, consulting on the logo and template, establishing contacts and media planning.

2008–2009 Black (Beirut, Lebanon) Communication Manager of IGO Magazine
In charge of developing the image of IGO Magazine, directing photoshoots, prospecting new clients and handling the marketing aspect of the magazine. Also responsible, as creative director, for several key-client accounts: ERGA, STEP, Siom, Le Cercle Hitti, handling various projects: identity development, corporate book, ad campaign, window displays...

2006–2008 Beirut Marathon Association (Beirut, Lebanon) Graphic Designer
Branding of international events: Miziara International Cross-Country Run 08, BLOM Beirut Marathon 07, Vivicità Run for peace 07 and 08...
Responsible for developing the visual identity, communication campaign and all branding material of the events, from logo, to arches, unipoles, signage, cars, badges, trophies, medals..., as well as in-house corporate material.

2004–2005 Lowe Pimo (Beirut, Lebanon) Graphic Designer
Handling several campaigns in the advertising agency: Rotana, Thomson, Intercontinental Mzaar 2000, and others.

Vit-e (Nathalie Fallaha - Beirut, Lebanon) Graphic Designer
Responsible of pre-press check-ups, implementation of corporate identity, publication and web design projects, such as: 4th Edition of the Lebanese Film Festival, De Prague Café identity, Laserfilms website, Verdun Uptown guide, EFG-Hermes reports, and others.

EDUCATION 2001–2005
Bachelor in Graphic Design
American University of Beirut, Faculty of Engineering and Architecture
Department of Architecture and Graphic Design (Beirut, Lebanon)
June 2005, Dean's Honor List (fall-spring 2005)

1987–2001
French Baccalaureate
June 2001, with distinction
Collège Notre Dame de Nazareth (Beirut, Lebanon)
May 2001, with distinction

LANGUAGES SPOKEN / WRITTEN / READ English, French, Arabic

COMPUTER LITERACY ADOBE Acrobat, Bridge, Illustrator, InDesign, Photoshop
MAC AND WINDOWS MICROSOFT Excel, Powerpoint, Project, Word

SPECIALTIES Corporate identity
Branding
Publication design
Promotional material
Publication
Event and space branding
Packaging

ASSETS Team leading
Brand development
Budgeting
Time management
Quality assurance
Art direction
Photoshoot direction

TECHNICAL SKILLS Photography
Silkscreen
Etching