

# ZÉNA KHAIRALLAH

## GRAPHIC DESIGN PROFESSIONAL

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### PROFESSIONAL EXPERIENCE

With over 10 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.

### JUNE 2014–PRESENT

**Mr.H (Dubai, UAE) Senior Lead Creative**  
As Senior Lead Creative, one of my main roles within the studio is project management, including design and creation, meeting with clients, and coordinating with suppliers. Internally, my duties include 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.

### 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.

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, Karim Bekdache Architect, 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, Zahar Lingerie.

### **Packaging**

Creation of bags, boxes and labels for various companies.

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

**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*, *Vivicittà 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.

**WORKSHOPS AND EXHIBITIONS** **2013** Typography, Food and Photography Workshop with WonderEight  
**2010** Packaging your product for the US Specialty Food Market with J. Grover  
**2005** TypoGraphic Beirut '05 | AUB Annual Student Exhibition Habaket | AUB 4th Student Conference  
**2004** AUB Annual Student Exhibition Jam | AUB 3rd Student Conference  
**2003** Profile Intermedia 6: Voyeur (Bremen, Germany) | AUB Workshop with S. Sagmeister | Finalist in national competition for environmental awareness campaign (Greenpeace and Schtroumph Restaurant)

**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

**COMPUTER LITERACY** **ADOBE** Acrobat, Bridge, Illustrator, InDesign, Photoshop  
**MAC AND PC** **QUARK** Xpress  
**MICROSOFT** Excel, Powerpoint, Project, Word

**LANGUAGES** **SPOKEN / WRITTEN / READ** English, French, Arabic

**SKILLS** Photography  
Silkscreen  
Etching