

SOUHEIL SALIM SAAB

October 1981
Experienced Art Director | Branding | Marketing | Visual Design

📞 00961 3 323627 @ saab.souheil@gmail.com 📍 Beirut, Lebanon



EXPERIENCE

Art Director

Middle East Projects Information Center - MEPIC Sal

📅 02/2020 - Present 📍 Beirut

Business and financial information

- During my tenure as an Art Director at the Middle East Projects Information Center, I spearheaded initiatives that not only maintained but continually evolved our creative vision. By leading a dynamic team, we developed campaigns that significantly enhanced user interaction and branding. For instance, our approach to integrating multimedia elements with traditional design models resulted in a 30% increase in user engagement within the first quarter, clearly demonstrating my ability to adapt creative concepts to market needs while staying true to the brand ethos.

Senior Graphic Designer

Al-Iktissad Wal-Aamal Group

📅 06/2010 - 02/2020

A leading business communication group in the Arab world, combining among its activities publishing, conferencing, event management & investment & trade promotion exhibitions.

Led the design and production of event invitations for 100+ events, ensuring consistent brand messaging

- AEF (Arab Economic Forum) (2010 till 2022).
- Turkish Arab Economic Forum (TAF) (2010 till present).
- DGTL#U Beirut (2013).
- Swiss Arab Financial Forum (2014).

Senior Graphic designer

Layout Sarl

📅 02/2008 - 02/2010

YPone is a company providing Yellow Pages services in America and Canada, offering advertising solutions for businesses to increase their visibility.

- Designed and implemented advertising campaigns for YPone, targeting both the American and Canadian markets.
- Collaborated with clients to create customized advertisements that effectively promoted their businesses.
- Utilized demographic data to tailor advertisements to specific regions and audiences.
- Monitored and analyzed the performance of ads to optimize reach and engagement.
- Coordinated with design and copy writing teams to ensure consistency and adherence to client specifications

Graphic Designer

Freelance

📅 03/2006 - Present

Graphic Design Services

Spearheaded an integrated brand campaign that resonated with the target audience, resulting in a 25% revenue boost for the client.

- <https://redoaklb.org/>
- <https://mouawadholding.co/>
- <https://www.mouawadcs.com/>

EDUCATION

Bachelor's degree, Graphic Design, fine arts

American University of science and technology 📅 2002 - 2006

Lebanese Baccaalaureate

Beirut International School

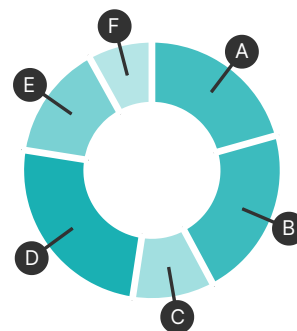
📅 2002

SUMMARY

Experienced Senior Graphic Designer with a demonstrated history of working in the publishing industry. Skilled in Photography, Graphics, Logo Design, Advertising, and Branding & Identity.

Strong arts and design professional with a Bachelor's degree focused in Graphic Design, fine arts from American University of science and technology.

MY TIME



- A Managing the team
- B Research
- C Implementing new ideas
- D Sketching
- E Illustrating
- F Quality time with my family

PASSIONS

📌 Packaging design, Brand management Design, Advertising, Brand identity design, Illustrations, Info Graphics, Typography, Logo design, Magazines, Photography, Sketching, Social media graphics.

SKILLS

Graphic Design Adobe Photoshop

Adobe Illustrator Adobe InDesign

Painting Logo Design Prepress

Web page design Color plate

LANGUAGES

Arabic Native
English Proficient
French Beginner