

hello.

who i am.



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who i am.

I enjoy watching clouds as they transform.

I love the smell of books and fresh cut grass.

One of the greatest pleasures in life is doing what people say you can not do.

I firmly believe in Gandhi's words 'an eye for an eye makes the whole world blind'.

Details are what make our lives worthwhile.

I do my best not to be the same person who goes to sleep as when I wake up.

I believe my educational background — both in its essence and its cultural diversity, has enriched me in so many ways.

I enjoy a variety of music but can not sing.

Remarkable lives don't just happen, you create them.

I'm patient and a good listener.

One of my major strengths is my adaptability.

Travelling, adventures, and taking risks are the spice of my life.

Life is a state of mind.

I speak 5 languages, but would rather listen than talk.

There are no answers. Only choices.

what i studied.

ACADEMIC BACKGROUND

2007 — 2008	Master's degree in 'Marketing and Product Management'. 'Istituto Europeo di Design – Moda Lab' [IED]. Milan, Italy. thesis in collaboration with 'Procter and Gamble', product development, placement and marketing strategy for 'Dolce & Gabbana' perfumes. cumulative average: 97/100.
2001 — 2004	Bachelor of Science [B.Sc.Hon.] in 'Graphic Design', Minor in 'Fine Arts'. 'Lebanese American University' [LAU]. Beirut, Lebanon. awards: 'Distiction List' as of fall 2002 'Honours List' as of fall 2001.
2002	Degree in 'Extended Diamond Grading and Identification'. 'Hoge Raad Voor Diamant' [HRD] Diamond High Council. Antwerp, Belgium.
1998 — 2000	'Nutrition and Dietetics'. 'American University of Beirut' [AUB]. Beirut, Lebanon.
1983 — 1998	'French Baccalaureate' diploma in 'Experimental Sciences'. emphasis: mathematics.

what i've done.

PROFESSIONAL EXPERIENCE

- | | |
|-----------------------|--|
| 07 . 2017 — present | 'FleishmanHillard HighRoad'. Toronto, Ontario, Canada.
senior designer fhhighroad.com |
| 03 . 2003 — present | Independent Designer.
art direction and design, working with clients from Beirut, Milan, Dubai, Jeddah, Barcelona, Istanbul, Cairo, Amsterdam, Yerevan, Toronto, Halifax, ... tchilin.com |
| 07 . 2015 — 03 . 2016 | 'FCB Toronto'. Toronto, Ontario, Canada.
art director, concept development and design fcbtoronto.com |
| 08 . 2013 — 02 . 2015 | 'Extreme Group'. Halifax, Nova Scotia, Canada.
art director, concept development and design extremegroup.com |
| 09 . 2010 — 07 . 2012 | 'Stro'berry D-zines' design studio. Beirut, Lebanon.
senior art director wide array of graphic projects — branding, packaging, editorial, etc... stroberry-dzines.com |
| 05 . 2010 — 08 . 2010 | 'Nour Kanafani Design NKD' design studio. Beirut, Lebanon.
senior art director, branding strategies development and corporate communication cd-sal.com |
| 03 . 2009 — 04 . 2010 | 'DesignPartners' communications department. Milan, Italy.
graphic designer, developing identities and all below the line material for design events such as Milan Design Week — ZonaTortona, Milano design-in-the-city, Istanbul Design Weekend, etc. |

what i've done.

PROFESSIONAL EXPERIENCE

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| 10 . 2008 — 02 . 2009 | 'Total Tool' design studio. Milan, Italy.
senior designer, branding strategies and development totaltool.it |
| 01 . 2008 — 02 . 2008 | 'Maurizio Pecoraro'. Milan, Italy.
marketing department, fashion show organization, sales campaign.
while working on masters degree at IED. |
| 10 . 2006 — 11 . 2007 | 'Future Media Services' [FMS]. Beirut, Lebanon.
art director, developing ad concepts for 'FutureTV' shows and programs. |
| 10 . 2005 — 09 . 2006 | 'vit-e' design studio. Beirut, Lebanon.
senior designer, working on a wide range of projects —
corporate identities, packaging, posters, flyers, invitations,
editorials, websites, etc... vit-e.com |
| 10 . 2003 — 09 . 2005 | 'Arti Moda' fashion accessories. Beirut, Lebanon.
graphic designer, in charge of branding and visual communication. |

what i've done.

TEACHING EXPERIENCE

June 2010

'Lebanese American University' [LAU]. Beirut, Lebanon.
guest lecturer.

01 . 2010 — 03 . 2010

'Istituto Europeo di Design, Moda Lab' [IED]. Milan, Italy.
instructor of 'Sociology and Researching Methodology'
for students majoring in 'Fashion Marketing and Management'
developing thesis project, with an emphasis on social understanding.

April 2005

'Academie Libanaise des Beaux Arts' [ALBA]. Beirut, Lebanon.
guest lecturer.

July 2002

'Nichan Palandjian Djemaran' high school. Beirut, Lebanon.
drawing classes for summer program.

what i've done.

CONFERENCES AND WORKSHOPS

10 . 2008	'Multiverso' by Icoграда, conference. Turin, Italy.
04 . 2008	'Naming a Brand' by Interbrand, workshop. Milan, Italy.
2005	'United Nations Education Program'. Beirut, Lebanon. selected for 'Art, Design and Technology' master classes.
04 . 2005	'Typo.Graphics.Beirut.05' conference. Beirut, Lebanon.
12 . 2003	'Profile Intermedia 6: Voyeur' conference and workshops. Bremen, Germany.
10 / 12 . 2003	'Magic Pencil' illustration workshops. Beirut, Lebanon. with Leo Duff from Kingston University.
05 . 2003	'Animating Responses' cel animation workshop. Beirut, Lebanon. with Lena Merhej.
01 . 2003	'Strategic Thinking' workshop. Beirut, Lebanon. with Robert Glogowski.
06 . 2002	'Identity Integrity' by Icoграда, conference and workshop. Brno, Czech Republic. with William Harald Wong and Guy Schokaert.

achievements.

EXHIBITIONS

11 . 2007

'abeyance' exhibition and book launch. Beirut, Lebanon.
a book on the art of slowing down — a fusion of design,
poetry and statements, indulgence of simple pleasures;
thought provoking; a meditation.

04 . 2005

'Typo.Graphic.Beirut.05' design conference and exhibit. Beirut, Lebanon.

03 / 04 . 2005

'DePrague Café'. Beirut, Lebanon.
artwork exhibited at the opening of café and was on display for a month.

02 . 2004

'Tasmeem Doha' design conference and exhibit. Doha, Qatar.

2002 / 2003 / 2004

'Sponge' ('02) / 'Layered' ('03) / 'Closer' ('04) student exhibitions at the
'Lebanese American University'. Beirut, Lebanon.
best of student projects, various projects for different courses.

achievements.

RECOGNITIONS / PUBLICATIONS

2011	'Territory Magazine'. work published.
10 . 2008	'100s of Logos and Letterheads' by 'Angela Patchell Books'. work published.
06 . 2008	'Well-Seasoned: Best of Restaurant Graphics' by 'Index Book'. work published.
11 . 2007	'abeyance' designed, published book and coordinated launch event. a book on the art of slowing down — a fusion of design, poetry and statements, indulgence of simple pleasures; thought provoking; a meditation. Book launch event covered by local and international media. Book currently available in several art galleries and specialized bookstores.
2002 / 2003 / 2004	'Sponge' ('02) / 'Layered' ('03) / 'Closer' ('04) student exhibitions at the 'Lebanese American University'. Beirut, Lebanon. best of student projects, various projects for different courses.
1998 — 2000	member of swimming varsity team of the 'American University of Beirut'. Beirut, Lebanon. winner of various national and international championships.

achievements.

VOLUNTEERING

St. Jude Children's Cancer Center and Research Hospital

Heart and Stroke Foundation

Red Cross

Greenpeace

YEF [Youth Economic Forum]

SMEX [Social Media Exchange]

Armenian Relief Cross

Horizon, Drug Prevention and Rehabilitation Center'

Pomegranate Film Festival

Greenclean (Environmental Association)

skills.

COMPUTER SKILLS / TECHNICAL PROFICIENCY

platforms

Mac and PC.

softwares

Adobe Creative Cloud, QuarkXpress, SoundStudio, FontLab.

COMPETENCES

Digital and Manual Photography, Drawing, Painting, Illustration (pencil, chalk pastel, oil pastel, ink, pen, conte, watercolor, charcoal) Manual Printing (serigraphy, zinc plate etching, woodcut, linoleum cut).

skills.

LANGUAGES

French, English, Armenian, Arabic—written | spoken—fluent.
Italian—written | spoken—intermediate.

HOBBIES

Photography, Swimming, Foreign Cultures, Social Psychology,
Travelling, Extreme Sports, Cello.

thank you
for your time.