

Education

2017 - 2019

Masters of Design (MDes)

Concordia University (Montreal, Canada)

2003 - 2007

Bachelor of Science in Graphic Design

with a concentration on Digital Media. Graduated with Distinction - Distinction list as of Fall 2003
Lebanese American University (Beirut, Lebanon)

Work Experience

2018 - present day

Hexagram Research Institute

Exhibition Designer

Lead designer in charge of online and offline visual communication, branding, space design and the overall conceptual experience of the Campus exhibition at Ars Electronica 2018.

2014 - present day

Patchil Design Studio

Multidisciplinary Designer (Founder)

Established a multidisciplinary design studio intersecting research-based and collaborative approaches to the visual design of information, the development of brands and communication strategies, the creation of print publications, interactive projects, embroidered art and commissioned exhibitions.

Portfolio includes, but not limited to:

Information Design & Data Visualization

- 100 Objects and the philosophy of object-oriented ontology infographic (Print, Exhibition), in association with Polypod Studio, Sharjah Art Foundation - Commissioned by Ahmed Matar (Artist)
- The Conflict Mapping series in Lebanon (Online and print), in association with Lebanon Support - Commissioned by UNDP

Editorial Design, Visual Art & Publications

- Gender Dictionary: Traveling concepts and local usages in Lebanon, in association with Lebanon Support Commissioned by the Embassy of Sweden and Diakonia (Published in 2016)

Strategic Visual Communication

- Communications and visibility strategy manual document for the Emergency Safeguarding of the Syrian Cultural Heritage project as per the EU guidelines, covering media outreach, special events, online and offline dissemination - Commissioned by UNESCO
- Banque du Liban Accelerate 2014, Brand identity and the creation of way-finding systems, conference spatial branding, advertising campaign (online and offline) - Commissioned by Banque du Liban

Design Partner with: VisualizingPalestine

Board member of: MENA Design Research Center, Beirut Design Week, Beit Waraq

Client list: UNESCO, Mercy Corps, Online Censorship, Free Press Unlimited, Lebanon Support, Banque du Liban, International Network for Aid, Relief & Assistance (INARA), Polypod and many others.

2014 - 2015

VisualizingImpact

Senior Art Director

Lead designer based in Beirut office working closely with designers and a diversified team of researchers, information architects and impact specialists spread over Milano, Amman, Ramallah, Toronto and Dubai. My work bridged between strategic design, information design, UX/UI and the design and development of data-driven wearable products. Tasks also included administrative planning and recruiting design interns.

2011 - 2014

RITCCO - Member of Rezayat Group

Art Director

Designed and developed brand identities, UX/UI and editorial design. Tasks also included administrative planning and working closely with junior designers and developers.

2008 - 2011

Channel Design

Senior Graphic Designer

Designed and developed from creation to full production brand identity design, editorial design, UX/UI, site-specific spatial branding, advertising campaigns and promotional items.

- Lead designer on Ali Bongo Ondimba presidential electoral campaign of Gabon

2007 - 2008

Element C2

Graphic Designer

Designed and developed projects bridging between brand identity design, editorial design and UX/UI

2006 - 2007

Stro'berry Dezines

Junior Graphic Designer

Designed and developed projects bridging between brand identity design, editorial design and UX/UI

Exhibitions

- 2016** **Lebanese Designers at Turkey Design Week 2016**
Infographic embroidered art installation - title: Shelter-me-not
Istanbul Lutfi Kirdar Congress & Exhibition Hall (Istanbul, Turkey)
- 2015** **Patchil Solo Exhibit at Deprague**
Mixed Media artworks (*Café Deprague, Beirut, Lebanon*)
- 2015** **Independent Designers Based in Beirut at Beirut Design Week**
Infographic embroidered art installation - title: Shelter-me-not
Beirut Design Week 2015 (Beirut Souks, Beirut, Lebanon)
- 2015** **Vertical Collisions**
Infographic embroidered art installation - title: Shelter-me-not
Collective exhibit curated by Miha Vipotnik (Station, Beirut, Lebanon)
- 2015** **Liquid Rooms - The Labyrinth**
Mixed media artworks - w 63cm x h 78cm
Collective exhibit curated by Arch. Luca Curci (Palazzo Ca'zanardi, Venice, Italy)
- 2014** **In Medias Res**
Digital graphic art - title: Qualia, w 3m x h 1.4m
Collective exhibit curated by Miha Vipotnik (Station, Beirut, Lebanon)
- 2014** **Metamorphosis, LAU Graphic Design Alumni Exhibition**
3 Mixed media artworks
Collective exhibit part of Beirut Design Week 2014 (LAU, Beirut, Lebanon)
- 2013** **The Newcomers' Exhibition at Beirut Design Week 2013**
16 Mixed media artworks
Beirut Design Week 2013 (Nada Sehnaoui Space, Beirut, Lebanon)
- 2012** **Danish Arab Urban Arts Festival**
Art installation by the Tangent Space Art Collective (*Solea 5, Beirut, Lebanon*)
- 2010** **No Man's Land**
Collective exhibit at Metàfora Centre d'Estudis d'Art I Artteràpia (*Metàfora, Barcelona, Spain*)

Organizations & Volunteering

- 2017** **World Design Summit**
Record keeper for various presentations, panel talks, and keynotes.
<https://worlddesignsummit.com> (*Montreal, Canada*)
- 2014** **Public Interest Design Levant**
Design facilitator focused on creative placemaking and social interaction in public spaces
www.pid-levant.org (*Beirut, Lebanon*)
- 2010 - 2012** **The Tangent Space Art Collective**
Co-founder, Resident artist focused on ephemeral artistic and cultural interventions in abandoned spaces
www.thetangentspace.org (*Beirut, Lebanon*)
- 2011** **Social Enterprise Challenge**
Instructor of the program in partnership with the British Council and Injaz Lebanon (*Beirut, Lebanon*)

Workshops

- 2016** **World Information Architecture Day, Beirut Chapter**
Information design facilitator - Commissioned by MENA Design Research Center (*Beirut, Lebanon*)
- 2014** **Cyclehack, Beirut Chapter**
Organizer and coordinator - Commissioned by Public Interest Design Levant (*Beirut, Lebanon*)
- 2013** **Visual Communication Basics**
for Interior Architecture students at the Lebanese American University (*Beirut, Lebanon*)
- 2012** **Branding Saga for the Lebanese Skateboarding Association (LSA)**
Instructor - Commissioned by Youngberry (*Beirut, Lebanon*)

Language & Computer Skills

Fluent: English, French, Armenian and Arabic • *Basic:* Spanish
Adobe Creative Suite (Photoshop, Illustrator & InDesign), Final cut Pro, iWork, Microsoft Office