

📍 Charlotte, NC
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EDUCATION



Jan 2010 - Dec 2012

Master's Degree in Fine Arts

Graphic Design/Concentration in Advertising

University of Balamand - Lebanon

Lebanese Academy of Fine Arts

Jan 2007 - Dec 2010

Bachelor's Degree in Fine Arts

Graphic Design

University of Balamand - Lebanon

Lebanese Academy of Fine Arts

LANGUAGES

English ■■■■■■■■■■■■ Fluent

French ■■■■■■■■■■■■ Fluent

TECHNICAL SKILLS:

Adobe Creative Suite (CS5 2010-CC2025)

Photoshop, Illustrator, InDesign ★★★★★

Dimensions, Firefly ★★★★★

AfterEffects, PremierPro ★★★★★

Project Management Software

Monday.com | Oracle | Asana | Microsoft Teams

Presentation Software

Keynote | PowerPoint ★★★★★

AI Engines

ChatGpt | MidJourney | Firefly | Nanobanana ★★★★★

Figma ★★★★★

Canva ★★★★★

SOFT SKILLS

- **Strategic Leadership and Team Management**
Leads large campaigns and pitches effectively and consistently guides teams toward meeting key objectives and results [OKRs].
- **Communication and Presentation Skills**
Presents creative concepts and project updates clearly and persuasively.
- **Collaborative and Cross-Functional Team Player**
Fosters a unified approach to project execution.
- **Proven Ability to Develop and Implement Brand Guidelines**
Ensures brand consistency across platforms.
- **Strong Problem-Solving and Analytical Abilities**
Addresses design challenges and integrates user feedback.
- **Highly Organized and Detail-Oriented**
Manages and implements campaigns.

References upon request

Abdallah Chaarawi

Art Director

Senior Art Director with with the bulk of my experience in advertising and brand management /development. Proven track record of developing meaningful visual strategies to ensure brand consistency across omnichannel touchpoints.

Motivated to leverage extensive experience to empower design teams in translating strategic and business objectives into impactful visual solutions while fostering a collaborative environment.

WORK EXPERIENCE

Dec. 2023 - Dec. 2024

Riyadh, Saudi Arabia

Senior Art Director @ xElement Advertising Agency

ELEMENT

XELEMENT is a full-service advertising agency operating in Saudi Arabia and the region.

- Implemented the social media strategy for Riyadh Bank, a leading financial institution. Developed a close collaboration with the client's marketing team, resulting in a 10% increase in engagement over six months.
- Conducted successful client meetings (current and prospective) for work presentation and feedback, ensuring clear communication and alignment.
- Invested in the growth of three junior designers through focused mentorship and day-to-day guidance, fostering their skill development to create a collaborative and effective team dynamic.
- Implemented AI image generation tools Midjourney and Firefly to significantly accelerate prototyping of visual concepts, leading to successful new business pitches.



July 2017 - Dec. 2023

Riyadh, Saudi Arabia

Digital Art Director @ FP7 McCann Advertising Agency

FP7McCann

FP7McCann is a full-service advertising agency, established in Beirut in 1968. Flagship agency of the McCann Worldgroup. FP7 is the largest regional ad agency network.

- Spearheaded brand guidelines and ensured consistent visual assets across all platforms for Al Rajhi, a leading bank in Saudi Arabia, enhancing brand recognition and coherence for six years.
- Collaborated with production houses on numerous campaigns, consistently delivering excellent results on time and within budget.
- Conceptualized and executed a wide range of visual assets for digital and print campaigns across various industries, including automotive (Al Jazirah Ford), telecommunications (Jawwy, STC Solutions), finance (Al Rajhi Bank and Emirates NBD) and more.
- Played a key role in the visual communication strategy for the launch of the Aramco IPO, developing the launch's communication phases on digital and print channels.
- Leveraged AI image generation tools Midjourney and Firefly to rapidly prototype visual concepts.



Feb. 2014 - July 2017

Riyadh, Saudi Arabia

Graphic Designer @ Leo Burnett Advertising Agency

Leo Burnett

LeoBurnett is a multinational communications agency founded by Leo Burnett in Chicago in 1935. It established operations in Saudi Arabia in 1979.

- Collaborated within a creative team of designers, copywriters and animators to develop impactful visual and graphic solutions for Fortune 100 clients, including American Express, McDonald's, and HSBC, consistently meeting their diverse brand requirements.
- Supported the daily posts and communication efforts for key clients such as AlMarai, ensuring brand consistency and timely delivery of visual content.
- Led the development of a comprehensive in-store identity and branding strategy for Zain Telecom Company in the Middle East and Africa, enhancing customer experience and brand presence.

