

Graphic Design | Brand Strategy

E nadinekanafani@gmail.com M (514) 647-7568
60 Norgrove, DDO, Quebec, H9B 2H8

Portfolio www.nadinekanafani.com

Education

January - December 2013, Domus Academy, Milan, Italy, *Masters in Business Design*.
Date of Graduation: December 2013. Graduated with Distinction.

2007 - 2011, American University of Beirut, Department of Architecture and Design,
BFA [Bachelor of fine arts] in Graphic Design. Date of Graduation: June 2011

International College (IC) Ras Beirut, French Baccalaureate in Life Sciences,
Date of Graduation: June 2007. Graduated with High Distinction.

Languages

Fluent in English, French and Arabic (written and spoken)
Learning knowledge of Italian

Work Experience

August 2020 - Present, Freelance Graphic Designer and Design Strategist, Montreal, Quebec

February 2019 - August 2020, Presentation Matters, Montreal, Quebec
Art Direction | Design of various graphic materials for different companies in the aviation industry

October 2016 - December 2018, Kashida [E-Learning Agency], Beirut, Lebanon
Conceptualization and development of e-learning content
UI/UX design and production of digital assets
Management of projects from start to completion in close connection with clients

February 2014 - October 2016, Vit-e [Branding and Digital Agency], Beirut, Lebanon
Branding and visual identities
Market studies, brand strategies and concept creations
Web design and production of digital assets
Publication design

January - August 2013, Domus Academy, Milan, Italy
Worked within teams on analysing and conceptualizing projects for various Italian and international companies including Officina Slowear [fashion company], Interni [publishing company], Royal Rose [agriculture company], and MDF Italia [furniture company].

August 2011 - July 2012, Communication Design [Branding and Design Company], Beirut, Lebanon
Conceptualization and brainstorming for various projects
Production of visual concepts for identities and brands
Production of layouts for magazines and other types of publications

July - August 2010, Joe Fish Creative [Branding and Advertising Company], Beirut, Lebanon
Two months training with special emphasis on brand development, event planning and management

July - August 2009, Communication Design [Branding and Design Company], Beirut, Lebanon
Two months training, working on packaging and corporate production

September 2009 - June 2010, Designer for AUB Campus Yearbook,
worked with two other designers to design and print the university yearbook

Skills

Mac and PC literate with knowledge of Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe After Effects.
Business strategy and planning, including market study and analysis, project conceptualization and development and financial assumptions and projections.
Photography and animation.
Strong language skills and copywriting in english, french and arabic.
Strong organizational skills with the ability to handle responsibility and manage time effectively.
Strong social skills with the ability to maintain good client relations.
Strong self-motivation with the ability to work within teams.

Extracurriculars

Food styling and photography / food blogging [owner of baking blog www.sliceddiaries.com]

Lectures and Workshops

Workshops Given

2015, Design Citizenship Workshop

A lecture and workshop given at LAU in collaboration with Nathalie Fallaha, founder of Vit-e design agency, in which participants were asked to envision start-up concepts to help improve the communities or cities they live in.

2015, Activist Academy Workshop

A lecture and workshop given at alt-city in collaboration with Nathalie Fallaha, founder of Vit-e design agency, addressing the topics of public space, citizenship, social cohesion, and social change for the creation of a campaign to transform Horsh Beirut into a public space accessible for all.

Lectures and Workshops Attended

2018, attended *Unconventional Learning and Development*, a full day of lectures and workshops on the benefits and best E-learning practices within organizations, Beirut Digital District, Beirut, Lebanon.

2018, attended *UXB*, a 2 day event that included lectures and workshops on user experience, design, marketing, and technology, American University of Beirut, Beirut, Lebanon.

2016, attended a Facebook and Instagram Advertising Workshop, Beirut Digital District, Beirut, Lebanon.

2016, attended a talk by *Tony Fadell*, former Senior Vice President of the Ipad Division at Apple inc, BDL Accelerate, Beirut, Lebanon.

2016, attended *Milan Design Week* [Salone Internazionale del Mobile], a world renowned international furniture and design fair, Milan, Italy.

2015, attended *Beirut Design Week*.

2013, attended a lecture by *Scott Schuman* [The Sartorialist], a fashion blogger based in New York, Domus Academy, Milan, Italy.

2013, attended *Be Open Creative Think Tank*, an event that hosts installations and talks about design and other worldwide issues, Università degli Studi, Milan, Italy.

2013, attended *Milan Design Week* [Salone Internazionale del Mobile], a world renowned international furniture and design fair, Milan, Italy.

2010, attended *Kuala Lumpur Design Week*, a conference on Typography, Magazine Design and Animation featuring designers from around the world, Kuala Lumpur, Malaysia.

2010, Illustration workshop with *Juan Fuentes* [multicolor linoleum block printing], AUB, Beirut, Lebanon.

2009, Hamra Street photography workshop, Beirut, Lebanon.