

Gabriel Abou Jaoude

g.aboujaoude80@gmail.com

+961 3 306444

I am a **Digital Art Director & Designer** living and working in Beirut, Lebanon. I'm currently focused on the digital world and exploring all it has to offer. I have extensive experience in designing for small, medium and large businesses, agencies and brands.

From conceptualizing, designing, and prototyping digital products to curating brand experiences and from art directing photoshoots to creating social media and digital content, I'm all about approaching problems from the user / consumer point of view. Apart from crafting solutions that combine brand value, experience design, and technology, I also offer strategic thinking for all types of marketing and advertising initiatives.

Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

After Effects

Cinema 4D

Flash

Freehand

Microsoft Office

KeyNote

photography

html

css

jquery

wordpress

Dreamweaver

Sublime Text

IT

office management

I have demonstrated strengths in leading a creative team through a variety of projects across all platforms in digital, UI/UX responsive design and print as well as skills in hiring, training, supervising and mentoring talent. I have extensive experience in branding and campaigns for many brands across all BTL & ATL platforms. Moreover, budgeting and prioritizing in the workspace and for marketing/advertising campaigns are also among my strengths as well as some experience in event planning. Finally I am very passionate about photography, typography, color & illustration.

Experience

ITS COMMUNICATIONS (BEIRUT, LEBANON)

Photographer / 3D Artist / Senior Art Director

April 2019 - Present

- Handle day to day communication campaigns (online and offline).
- 2D animator and motion graphics
- 3D modeling
- Photographer

IMPACT BBDO (Beirut, Lebanon)

Senior Art Director

November 2015 - March 2019

Clients: PepsiCo (Pepsi - Aquafina - 7UP - Mirinda - Mountain Dew) |
Audi - ITG (International Tobacco group, all portfolio) - Bacardi (All portfolio)
Azadea Group

Education

Concordia University
Business Public Relations
2013 - 2014

Notre Dame University - Louaize (NDU)
Bachelor's degree, Graphic Design
1998 - 2002

Grey MENA (Beirut, Lebanon)

(Freelance) Digital Art Director

September 2015 - October 2015 (2 months)

clients: Nadec - Lebanese Army

Playboy Plus Entertainment (Montreal - LA)

Senior Digital Art Director

September 2010 - September 2015 (5 years 1 month)

clients: Playboy.com - Harley Davidson - BudLite

Publicis Group (Kuwait)

Art Director

July 2004 - December 2010 (6 years 6 months)

clients: Honda - Applebee's - Ferrero Roche

Volunteer

Digital Marketing Director
SPA Canada
October 2011 Animal Welfare