

SHADY ARNAOUT

CREATIVE LEAD

CALL +971 55 420 7160



SHADY.ARNAOUT@HOTMAIL.COM



WWW.SHADYARNAOUT.COM



PROFILE

Senior Media Designer with 12+ years of experience in the domain. I am a person who has a high passion for design technologies, art, and music and am known for my outstanding customer relations and ability to work in teams and under pressure.



WORK

CREATIVE LEAD JAN 2024 - CURRENT

MCKINSEY & COMPANY

- Understand and empathize with customer teams communication needs and effectively co-create solutions on media use in challenging communication situations and help develop/create such solutions
- Maintain accurate and timely communications regarding project status, including budget, timelines, lead times in a creative project development
- Begin to define own "spike" by gaining exposure and experience on a diverse range of services and products by leading creative projects or by leading a workstream in a larger/complex project
- Start to build and nurture a strong network with other media and communications professionals, to ensure robust partnerships and to stay up-to-date on the latest trends in visual communication and media technology.
- Ensure that the creative project team delivers products with the highest quality standards, promotes the most effective ways of working by leveraging their professional "spike".
- Provides perspective and proposes solutions to our internal and external clients on the most impactful ways of using our Visual Identity, appropriate media solutions for their challenging communication situations and helps them develop such solutions

SENIOR MEDIA DESIGNER OCT 2019 - DEC 2023

MCKINSEY & COMPANY


- Advise our customers on any media use and impact-related issues, incl. mature application of the Visual Identity system or the Clients' brand systems
- Assist customer teams to create/develop concepts for the specific client communication situations, become a creative thought partner
- Support our customers through effective facilitation and thought partnership conversations to ideate and build optimal design solutions
- Fully manage design projects for clients and internal audiences, from planning and monitoring the entire production process - staff small sub-set of Designers on more complex projects
- Provide creative guidance and share knowledge with team members and beyond, coach and instruct younger-tenured colleagues, lead internal/ departmental project teams
- Develop a deep knowledge in chosen media or service specialization
- Test/implement new technology (e.g., design software), workflow adjustments and/or new service offerings as appropriate; actively stay in touch with the latest design trends and apply all knowledge to innovate and elevate our service offering
- Act as "key contact" for our customer when required: plan media projects, monitor processes, coordinate resources, and ensure the quality of the end product/s


INFO

Name	Shady Arnaout
Date of Birth	17/06/1988
Gender	Male
Status	Married
Nationality	Lebanese
Languages	Arabic English

ONLINE

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WORK

● SENIOR MULTIMEDIA DESIGNER SEP 2014 - SEP 2019

BRAND LOUNGE

- Lead all aspects of multimedia, digital, & environmental branding projects.
- Responsible for creating design solutions that have a high visual impact from conceptualization and design of solutions from concept to completion.
- Produce new creative ideas and concepts using innovation to redefine a design brief.
- Create artworks for campaigns, social media, video content, landing pages, banners.
- Explore different modes of multimedia conversion applications, provide support by suggesting appropriate solutions in given situation.

● GRAPHIC DESIGNER APR 2013 - AUG 2014

CRYSTAL BALL MEDIA

- Handling briefs coming from the creative director.
- Preparing preliminary sketches or layouts.
- Selecting elements of the design including color, photography and font style.
- Consulting with copywriters on scripts.
- Finalizing approved artwork and preparing it for production.

● GRAPHIC DESIGNER / FINALIZER OCT 2012 - APR 2013

ABDUL SAMAD AL QURASHI

- Working for Abdul Samad Al Qurashi's in-house advertising agency.
- Work through all the details and continuously modify and change based on the users and the needs of the company.
- Get the chance to see how a product effects people's lives directly.
- Monitor the difference your design makes over a period of time.
- Being directly involved in fixing what needs to be changed.

EDUCATION

● BACHELOR OF ARTS, GRAPHIC DESIGN 2007-2011

AMERICAN UNIVERSITY OF SCIENCE & TECHNOLOGY

● LEBANESE BACCALAUREATE II 2006-2007

BEIRUT BAPTIST SCHOOL

INTEREST



SPORTS



GAMING



MOVIES



COFFEE



TRAVELING

SKILLS

ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP



ADOBE INDESIGN



ADOBE PREMIERE PRO



ADOBE AFTER EFFECTS



ADOBE AUDITION



ADOBE RUSH



ADOBE XD



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