

SHADY ARNAOUT

CREATIVE LEAD

CALL +971 55 420 7160



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WWW.SHADYARNAOUT.COM



PROFILE

Creative Lead with 12+ years of experience at the intersection of design, technology, and strategy. I specialize in crafting impactful visual experiences that drive engagement and solve complex communication challenges. With a strong foundation in branding, multimedia, and digital storytelling, I thrive in high-performance environments—leading cross-functional teams and partnering closely with clients to bring ideas to life.



WORK

- CREATIVE LEAD** JAN 2024 - CURRENT
MCKINSEY & COMPANY
 - Lead creative strategy and execution for high-impact internal and client-facing communication projects, combining design thinking with business acumen.
 - Partner with client teams to understand communication challenges and co-create tailored media solutions that resonate.
 - Champion quality and consistency, ensuring final outputs align with the firm's visual identity and storytelling standards.
 - Cultivate cross-disciplinary relationships with internal creatives, consultants, and external partners to keep creative practices cutting-edge.
 - Guide project teams with clarity on scope, timelines, and budgets, fostering an environment of accountability and innovation.
 - Actively contribute to service evolution by sharing insights, experimenting with new tools, and helping define team "spikes" (areas of deep expertise).
- SENIOR MEDIA DESIGNER** OCT 2019 - DEC 2023
MCKINSEY & COMPANY
 - Advised consulting teams on the most effective visual and media strategies, using the visual identity or tailoring solutions to client brand systems.
 - Played the role of creative thought partner—co-developing communication strategies that helped distill complex ideas into powerful visual narratives.
 - Managed design projects end-to-end: from ideation and scoping to execution and delivery, often leading small creative teams.
 - Mentored junior designers, provided feedback, and led internal capability-building initiatives to upskill the broader design team.
 - Piloted new tools, formats, and workflows to improve efficiency and creative impact, always staying ahead of design trends and emerging technologies.
 - Acted as a key point of contact for high-stakes design work, ensuring seamless coordination and excellence in delivery.

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
 - Directed multimedia, digital, and environmental branding projects from concept through final execution.
 - Developed creative strategies that aligned with client objectives, pushing boundaries with original ideas and dynamic visuals.
 - Designed assets across platforms: social media, web, experiential spaces, and video—ensuring cohesion across every brand touchpoint.
 - Innovated on brief interpretation and storytelling approaches, helping redefine visual direction for clients' brands.
 - Served as a strategic design partner to internal teams and clients, offering solutions tailored to brand positioning and market context.
- SENIOR GRAPHIC DESIGNER** APR 2013 - AUG 2014
CRYSTAL BALL MEDIA
 - Translated creative briefs into compelling visual concepts across digital and print formats.
 - Collaborated with copywriters and creative directors to align visuals with messaging strategies.
 - Owned end-to-end design processes from sketching and prototyping to final artwork and production preparation.
- GRAPHIC DESIGNER** OCT 2012 - APR 2013
ABDUL SAMAD AL QURASHI
 - Worked as part of the in-house agency team on high-visibility campaigns across print, retail, and promotional assets.
 - Refined and finalized visual materials for production, ensuring alignment with brand standards and user needs.
 - Played a hands-on role in observing user feedback and iterating on design solutions to enhance real-world impact.

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

CREATIVE LEADERSHIP

CLIENT ENGAGEMENT

DESIGN THINKING

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE PREMIERE PRO

ADOBE AFTER EFFECTS

ADOBE AUDITION

ADOBE RUSH

ADOBE XD

CONTACT

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