

hello.

who i am.



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# who i am.

I enjoy watching clouds as they transform.

I love the smell of books and fresh cut grass.

One of the greatest pleasures in life is doing what people say you can not do.

I firmly believe in Gandhi's words 'an eye for an eye makes the whole world blind'.

Details are what make our lives worthwhile.

I do my best not to be the same person who goes to sleep as when I wake up.

I believe my educational background — both in its essence and its cultural diversity, has enriched me in so many ways.

I enjoy a variety of music but can not sing.

Remarkable lives don't just happen, you create them.

I'm patient and a good listener.

One of my major strengths is my adaptability.

Travelling, adventures, and taking risks are the spice of my life.

Life is a state of mind.

I speak 5 languages, but would rather listen than talk.

There are no answers. Only choices.

# what i studied.

## ACADEMIC BACKGROUND

- 2007 — 2008      Master's degree in 'Marketing and Product Management'.  
'Istituto Europeo di Design – Moda Lab' [IED]. Milan, Italy.  
thesis in collaboration with 'Procter and Gamble', product development,  
placement and marketing strategy for 'Dolce & Gabbana' perfumes.  
cumulative average: 97/100.
- 2001 — 2004      Bachelor of Science [B.Sc.Hon.] in 'Graphic Design', Minor in 'Fine Arts'.  
'Lebanese American University' [LAU]. Beirut, Lebanon.  
awards: 'Distiction List' as of fall 2002 | 'Honours List' as of fall 2001.
- 2002              Degree in 'Extended Diamond Grading and Identification'.  
'Hoge Raad Voor Diamant' [HRD] Diamond High Council. Antwerp, Belgium.
- 1998 — 2000      'Nutrition and Dietetics'.  
'American University of Beirut' [AUB]. Beirut, Lebanon.
- 1983 — 1998      'French Baccalaureate' diploma in 'Experimental Sciences'.  
emphasis: mathematics.

# what i've done.

## PROFESSIONAL EXPERIENCE

- 03 . 2003 — present      Independent Designer.  
art direction and design, working with clients from Beirut, Milan, Dubai, Jeddah, Barcelona, Istanbul, Cairo, Amsterdam, Yerevan, Toronto, Halifax, ... | [tchilin.com](http://tchilin.com)
- 07 . 2015 — 03 . 2016      'FCB Toronto'. Toronto, Ontario, Canada.  
art director, concept development and design | [fcbtoronto.com](http://fcbtoronto.com)
- 08 . 2013 — 02 . 2015      'Extreme Group'. Halifax, Nova Scotia, Canada.  
art director, concept development and design | [extremegroup.com](http://extremegroup.com)
- 09 . 2010 — 07 . 2012      'Stro'berry D-zines' design studio. Beirut, Lebanon.  
senior art director wide array of graphic projects — branding, packaging, editorial, etc... | [stroberryy-dzines.com](http://stroberryy-dzines.com)
- 05 . 2010 — 08 . 2010      'Nour Kanafani Design | NKD' design studio. Beirut, Lebanon.  
senior art director, branding strategies development and corporate communication | [cd-sal.com](http://cd-sal.com)
- 03 . 2009 — 04 . 2010      'DesignPartners' communications department. Milan, Italy.  
graphic designer, developing identities and all below the line material for design events such as Milan Design Week — ZonaTortona, Milano design-in-the-city, Istanbul Design Weekend, etc.

# what i've done.

## PROFESSIONAL EXPERIENCE

- 10 . 2008 — 02 . 2009 'Total Tool' design studio. Milan, Italy.  
senior designer, branding strategies and development | [totaltool.it](http://totaltool.it)
- 01 . 2008 — 02 . 2008 'Maurizio Pecoraro'. Milan, Italy.  
marketing department, fashion show organization, sales campaign.  
while working on masters degree at IED.
- 10 . 2006 — 11 . 2007 'Future Media Services' [FMS]. Beirut, Lebanon.  
art director, developing ad concepts for 'FutureTV' shows and programs.
- 10 . 2005 — 09 . 2006 'vit-e' design studio. Beirut, Lebanon.  
senior designer, working on a wide range of projects —  
corporate identities, packaging, posters, flyers, invitations,  
editorials, websites, etc... | [vit-e.com](http://vit-e.com)
- 10 . 2003 — 09 . 2005 'Arti Moda' fashion accessories. Beirut, Lebanon.  
graphic designer, in charge of branding and visual communication.

# what i've done.

## TEACHING EXPERIENCE

June 2010

'Lebanese American University' [LAU]. Beirut, Lebanon.  
guest lecturer.

01 . 2010 — 03 . 2010

'Istituto Europeo di Design, Moda Lab' [IED]. Milan, Italy.  
instructor of 'Sociology and Researching Methodology'  
for students majoring in 'Fashion Marketing and Management'  
developing thesis project, with an emphasis on social understanding.

April 2005

'Academie Libanaise des Beaux Arts' [ALBA]. Beirut, Lebanon.  
guest lecturer.

July 2002

'Nichan Palandjian Djemaran' high school. Beirut, Lebanon.  
drawing classes for summer program.

# what i've done.

## CONFERENCES AND WORKSHOPS

- 10 . 2008 'Multiverso' by Icoграда, conference. Turin, Italy.
- 04 . 2008 'Naming a Brand' by Interbrand, workshop. Milan, Italy.
- 2005 'United Nations Education Program'. Beirut, Lebanon.  
selected for 'Art, Design and Technology' master classes.
- 04 . 2005 'Typo.Graphics.Beirut.05' conference. Beirut, Lebanon.
- 12 . 2003 'Profile Intermedia 6: Voyeur' conference and workshops.  
Bremen, Germany.
- 10 / 12 . 2003 'Magic Pencil' illustration workshops. Beirut, Lebanon.  
with Leo Duff from Kingston University.
- 05 . 2003 'Animating Responses' cel animation workshop. Beirut, Lebanon.  
with Lena Merhej.
- 01 . 2003 'Strategic Thinking' workshop. Beirut, Lebanon.  
with Robert Glogowski.
- 06 . 2002 'Identity Integrity' by Icoграда, conference and workshop.  
Brno, Czech Republic.  
with William Harald Wong and Guy Schokaert.



# achievements.

## EXHIBITIONS

11 . 2007

'abeyance' exhibition and book launch. Beirut, Lebanon.  
a book on the art of slowing down — a fusion of design,  
poetry and statements, indulgence of simple pleasures;  
thought provoking; a meditation.

04 . 2005

'Typo.Graphic.Beirut.05' design conference and exhibit. Beirut, Lebanon.

03 / 04 . 2005

'DePrague Café'. Beirut, Lebanon.  
artwork exhibited at the opening of café and was on display for a month.

02 . 2004

'Tasmeem Doha' design conference and exhibit. Doha, Qatar.

2002 / 2003 / 2004

'Sponge' ('02) / 'Layered' ('03) / 'Closer' ('04) student exhibitions at the  
'Lebanese American University'. Beirut, Lebanon.  
best of student projects, various projects for different courses.

# achievements.

## RECOGNITIONS / PUBLICATIONS

- |                    |   |
|--------------------|---|
| 2011               | 'Territory Magazine'.<br>work published.  |
| 10 . 2008          | '100s of Logos and Letterheads' by 'Angela Patchell Books'.<br>work published.  |
| 06 . 2008          | 'Well-Seasoned: Best of Restaurant Graphics' by 'Index Book'.<br>work published.  |
| 11 . 2007          | 'abeyance' designed, published book and coordinated launch event.<br>a book on the art of slowing down — a fusion of design, poetry<br>and statements, indulgence of simple pleasures; thought provoking;<br>a meditation. Book launch event covered by local and international media.<br>Book currently available in several art galleries and specialized bookstores. |
| 2002 / 2003 / 2004 | 'Sponge' ('02) / 'Layered' ('03) / 'Closer' ('04) student exhibitions at the<br>'Lebanese American University'. Beirut, Lebanon.<br>best of student projects, various projects for different courses.   |
| 1998 — 2000        | member of swimming varsity team of the 'American University of Beirut'.<br>Beirut, Lebanon.<br>winner of various national and international championships.  |

skills.

## COMPUTER SKILLS / TECHNICAL PROFICIENCY

### *platforms*

Mac and PC.

### *softwares*

Adobe Creative Cloud, QuarkXpress, SoundStudio, FontLab.

## COMPETENCES

Digital and Manual Photography, Drawing, Painting, Illustration (pencil, chalk pastel, oil pastel, ink, pen, conte, watercolor, charcoal) Manual Printing (serigraphy, zinc plate etching, woodcut, linoleum cut).

skills.

#### LANGUAGES

French, English, Armenian, Arabic—written | spoken—fluent.  
Italian—written | spoken—intermediate.

#### HOBBIES

Photography, Swimming, Foreign Cultures, Social Psychology,  
Travelling, Extreme Sports, Cello.

thank you  
for your time.