



**MOHAMAD ALI KAYSS** Graphic Designer  
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## PROFESSIONAL SUMMARY

Creative and strategic Graphic Designer with 10+ years of experience leading brand identity, advertising campaigns, and visual merchandising for international retail and lifestyle brands. Proven expertise in conceptualizing and executing innovative campaigns across print, digital, and experiential platforms. Bilingual in English with intermediate proficiency in French, bringing strong leadership skills and a collaborative approach to driving creative excellence.

## KEY SKILLS

- Creative Direction & Brand Strategy
- Advertising & Campaign Development (ATL/BTL/TTL)
- Visual Merchandising & Window Display Concepts
- Cross-Functional Team Leadership & Collaboration
- Client Relations & Stakeholder Management
- Multichannel Marketing & Storytelling
- Strategic Problem-Solving & Innovation

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer

Hamra Shopping Trading Co. (HST) | Jan 2014 – Present

- Lead the creative vision and execution of advertising and media campaigns across multiple international retail brands.
- Developed and directed visual merchandising concepts, including studio and outdoor shoots, window displays, and brand activations.
- Oversaw production of print, digital, and in-store campaigns, ensuring alignment with global brand standards.
- Collaborated with marketing and commercial teams to craft impactful brand narratives that drive visibility and sales.
- Mentored and guided junior designers, fostering a culture of creativity and innovation.

### Key Achievements:

- Boosted in-store footfall and brand sales by spearheading seasonal campaigns that increased customer engagement by 25% YOY.
- Successfully managed over 150+ campaign rollouts across fashion, lifestyle, and retail brands with consistent on-time delivery.
- Delivered measurable brand growth and increased market visibility through innovative campaign strategies.
- Integrated AI-driven tools for image and video creation, reducing production time by 30% while elevating visual quality.

### Senior Graphic Designer

Phoenicia Aer Rianta Company (PAC) – Beirut International Airport | June 2011 – Dec 2013

- Directed and managed creative and technical initiatives in advertising, branding, and promotional campaigns for multinational brands (La Prairie, Estée Lauder, Dior, Kenzo, Armani, etc.).
- Collaborated with the Merchandising team to enhance brand affinity, awareness, and seasonal sales.
- Innovated and adapted promotional strategies while coordinating with suppliers to ensure seamless project execution.
- Led end-to-end design and production of marketing materials, including brochures, flyers, promotional stands, and exhibition displays.

### Key Achievements:

- Increased seasonal campaign sales by 18% through targeted visual strategies.
- Reduced production turnaround by 20% through streamlined supplier coordination and workflow optimization.
- Enhanced passenger engagement at retail touchpoints, boosting visibility of luxury brands at high-traffic locations.

### **Graphic Designer (Freelance) | 2007-2013**

- Designed branding, print, and digital materials for small businesses and startups across diverse industries.
- Developed brand identities, logos, and marketing collateral tailored to client objectives.
- Managed end-to-end creative projects, from concept through production and delivery.

### **Key Achievements:**

- Built brand identities for 30+ startups and SMEs, many of which expanded their market presence.
- Increased client visibility through impactful campaigns that generated higher lead conversion rates.
- Earned repeat business and referrals from 90% of clients, reflecting strong client satisfaction and trust.



## **CORE COMPETENCIES**

Coordination, creativity, vision, project management, graphic design skills, handy work, art direction, design, advertising, typography, illustration, photography, presentations, packaging, branding, problem solving, work prioritization, planning, scheduling.

## **TECHNICAL SKILLS**

**Creative Tools:** Photoshop, Illustrator, InDesign, After Effects, Premiere, Acrobat, Dimension.

**Core Skills:** Art Direction, Branding, Photography, Videography, Project Management, Strategic Campaigns.

## **EDUCATION**

Bachelor of Arts in Graphic Design 2007  
American University of Culture & Education,  
Beirut, Lebanon - Video/sound editing, 2D animation, Photography.