

THINK DIVERGE

CHRISTINE NOUFAILY

Educator - Innovator - Designer

+9613590378

Mazraat Yachouh- Lebanon

cnoufaily@hotmail.com

PROFILE

Through my experience as a design instructor, team leader, studio manager and designer, I have developed new teaching techniques helping students translate concepts, ideas and objectives into a focused vision.

As a designer, my career has included working with clients and students on elaborating ideas, concept presentations, creativity workshops, typography, printmaking, campaign planning and conceptualizing in both local and international markets.

As an Innovation Specialist, my personalized workshops has helped key teams within multi-national companies to develop creativity skills, new team-building strategies, and innovative techniques for planning and leadership. Also, being the Senior Coordinator for several extra-curricular programs has allowed me to be involved in the academic and institutional regulations as well as building a strong relationship with staff, students, and committees

LANGUAGES

ENGLISH	WRITING/SPEAKING	● ● ● ● ● ● ● ●
ARABIC	WRITING/SPEAKING	● ● ● ● ● ● ● ●
FRENCH	WRITING/SPEAKING	● ● ● ● ● ● ● ●



EMPLOYMENT EXPERIENCE

Instructor / Notre Dame University - Lebanon
February 2006 - Present

Courses taught at the Faculty of Art, Architecture and Design:

GDP 212 Design Principles I
GDP 222 Design Principles II
GDP 223 Fundamentals of Typography
GDP 322 Applied Typographic Design
GDP 321 Visual Communication
GDP 227 Digital Media I
GDP 413 Print Management & Production
GDP 415 Branding for Design
GDP 423 Professional Practice & Portfolio Preparation
GDP 465 Senior Studio

I am the senior students advisor and coordinator throughout their final project which is proposed by the *ISTD** (International Society of Typographic Designers) in London. My students show exemplary and profound typographic skills and prove themselves as worthy competitors and winners through their hard work and commitment.

** International Society of Typographic Designers, ISTD, is a professional body run by and for typographers, graphic designers and educators. The Society has an international membership who share and support its aim to create and inspire interest in all forms of typographic communication....[] It maintains and promotes typographic standards through the forum of debate and design practice. Membership is awarded to practicing designers, educators and graduating students who demonstrate, through the quality of their work, their commitment to achieving the highest possible standard of visual communication. The overall design process of research, reflection, strategy, design development, technical and production specification is assessed by teams of practicing designers and educators (around 21 jury members every year from around the globe).*

Courses taught at the Faculty of Humanities:

FDP 201 Basic Design
FDP 214 Design for Advertising
ADM 216 Principles of Advertising
COA 475 Computer Graphics and Animation



EMPLOYMENT EXPERIENCE

Instructor, Arab Open University – Tayyouneh and Antelias
February 2018 - Present

Courses taught at the Department of Graphic Design and Multimedia Technology:

GD212 Critical and Contextual Issues in Art

GD213 Typo II - Advanced Typography

GMDT II - Senior Project

Instructor, AUL University-Kaslik

Fall 2011-Spring 2017

Courses taught at the Faculty of Art:

GDS 202 Fundamentals of Design

GDS 205 Drawing

GDS 207 Typography

GDS 209 Calligraphy

GDS 307 Typography II

GDS 212 Packaging

GDS 218 Introduction to Computer Graphics

GDS 304 Intermediate Computer Graphics

GDS 305 Prepress & Production

GDS 364 Promotion Design

GDS 410 Animation Graphics

GDP 413 Print Management & Production

Innovation Specialist and CO-Founder, Seeds4innovation
2015 - Present

Moderator and Leader of series of innovation workshops for multi-national companies.

Development of convergent and divergent thinking, creativity boosts, new team-building strategies, innovative techniques for planning and leadership.

Fully customized workshops. Creativity and mind triggering games used to help them see things from a different perspective. Exercises to help the brain focus on human empathy, innovation principles, action-oriented solutions and systematic reasoning as well as design thinking.



EMPLOYMENT EXPERIENCE

- CO-Founder, MIM studios-Brazzaville, Congo
July 2010-September 2013

- Corporate Identity and Design, Corporate Strategy, Brand Consulting - Brand development
Visual Language - 3D in motion - Digital Communication - Packaging - Workshops
Major Clients: MTN - Crispy - Mbamou Palace - Hilton Hotel

- Senior Coordinator, Notre Dame University - Louaize
February 2004 - December 2010

- Director and Coordinator of the SAP Summer Arabic Program for International students:
Management of the academic program; Liaison with the instructors.
Direction of the students' development; Organization of students' extracurricular activities.
Student advisor during pre-registration and registration period on choices of courses in
coordination with admissions and registrar's office.
Designer, supervisor, and quality controller of all stationary, pamphlets, brochures, and
posters, etc., related to conferences organized by the Department and Faculty.

- Senior Graphic Designer, Nahhal Printing Press, Beirut
August 2001 - February 2004

- Main Designer of all stationary, agendas layout/in and out, printed material for the Middle
East, and wedding cards' collection
Follow-up on the printing process; Design Coordinator of international wedding fairs

- Graphic Designer, D.D.Media Advertising, Beirut
September 2000 - August 2001

Freelance Designer

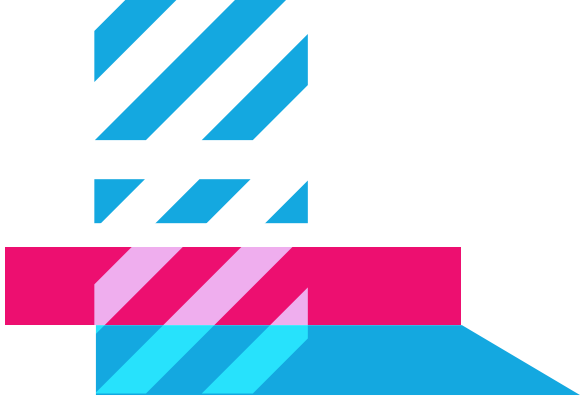
Event designer and concept creator for Abbvie Pharmaceuticals

Design Director for Al-Baddad, Sharjah, UAE

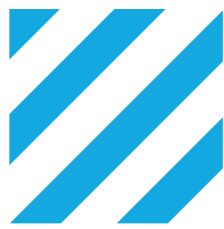
Local and international logos, stationeries, brochures, books, and posters

(Abbvie, Fermod/Metacs – Mapletec Inc. – Hish – Al Baddad)

itex'99 - T-shirt Design Competition, Dubai - 2nd prize award



Life in Colors



EDUCATION

Spring 2007

M.A in Graphic Design
*Graduated with distinction**
Notre Dame University
Lebanon

Thesis Paper: A New Horizon:
Arabic Typography Revived

Emphasis of Research:
Influence of Arabic typography on the Western
design industry.
Profound study of Arabic and latin typefaces
and multi-script font families as well as the
merge process of both Latin and Arabic typefaces.
Printing development of typography.
New technologies and software in the font
creation industry.
Advertising and marketing strategies affecting
the spread of Arabic font families.

Research Outcome:
CristoX: A new Arabic typeface compatible
with the Latin font "Matrix"

Spring 2000

B.A in Graphic Design
Notre Dame University
Lebanon

Spring 1995

Lebanese Baccalaureate II
Experimental Sciences
Jesus and Mary School
Lebanon

PROFESSIONAL MEMBERSHIPS

ISTD England (The International Society of Typographic Designers)
June 1999 to present