



TONY TRAD

🏠 Lebanon, Okaibeh, Jadem building
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📁 TECHNICAL SKILLS

- Adobe Photoshop cs6
- Adobe Illustrator cs6
- Adobe in Design cs6
- Microsoft office
- i-work 9

🖼️ DESIGN SKILLS

- Corporate identity
- Typography
- Layout
- Packaging
- Web design
- Social Media
- Color Theory

SOFT SKILLS

- Branding strategy
- Communication
- Visual Concept
- Time Management
- Design solution
- Planning
- Leadership
- Organization

PERSONAL PROFILE

An Art Director with 12+ years of experience in corporate identities, branding strategies and concept designs, through turning creative ideas into reality.

Solid success directing and implementing broad range of design projects, from conception to launch while ensuring projects meet all milestones, deadlines, and budget requirements. Readily translate business requirements into effective advertising campaigns.

PROFESSIONAL EXPERIENCE AND TRAININGS

Consultant Design & Operations Manager “ 2012-2017” Publicity, Mastita Jbeil

Working as an Operations Manager leads to successful operations management throughout:

- Monitoring and controlling the day-to-day restaurant's operations, and publicity operational management
- Coordinating between the outlets and make sure that all policies and procedures are well applied (Food and safety, health, and cleanliness...)
- Keeping a high attention to details on a lots of elements such as: food standards, costs quality, and clients satisfaction
- Leading the floor, rallying the team during heavy shifts, resolving conflits and getting the jobs done
- Managing the finances of purchases, suppliers payment, and working schedules
- Audit the inventory report
- In charge of hiring staff process

Adding to the above duties, I have worked as a consultant design by providing creative vision and concept design for Publicity, to be the first restaurants and nightlife community for jbeil area and Lebanon, throughout:

- Creating the project concept, architectural and Interior design
- Full-edge campaign (corporate identity and strategy, and communications)

Art Director “ 2012-2016” LESARTS, Advertising & Design, Beirut

Successfully provided innovative campaigns, branding strategies and out of the box concepts for Lesarts' clients, through:

- Day to day management of clients marketing and advertising campaign.
- Developing overall marketing strategies for assigned accounts.
- Researching clients products, services, plans, competitors and target markets.
- Conducting and leading internal brainstorming sessions to brief the team.
- Pitching fresh and innovative ideas to clients.
- Generating reports and status notifications.
- Taking part in pitches for new contracts.

Senior Designer “ 2006-2012” LESARTS, Advertising & Design,Beirut

- Working with copywriter in order to generate the best ideas to clients.
- Working on designs to produce the most effective advertising campaign.
- Managing projects and working within the client budget.
- Editing the final results for presentation to the client.
- Supervising the design team and assisting them when needed.

GENERAL SKILLS

Fluent in English, French.
Arabic is my native language.
Ability to work under pressure.
Organizational abilities to manage various duties, with success.
Capability to keep myself creative and motivated without any help.
Familiar with computer including MS-Office, Mac Internet and Adobe family.

Freelance Designer "2002-2005"

Dr. Halim Choueir

Fruitfully delivered different design projects under the supervision of Dr. Halim Choueiry.

Waiter "1999-2002"

Shtrumpf

Design consultant

Portofolio

RIZIK GROUP

- A one month contract in May 2019 as Art Director / Social media.

M & C Saatchi

- Acting as a creative designer on a specific political campaign for 2018 Election

BlueBee Creation

- A three months contract in 2018 as Art Director / Social media manager.

Lebanese memes

- A four months contract in 2018 as Art Director / Managing the creative department.

Iwicked web development company based in Montreal Canada

- Create a corporate identity for the company and provides web services and after sales

MTFinancials, Financial services company based in Dbayeh, Lebanon

- Branding identity and marketing plan

Bullders construction, construction company based jounieh in Lebanon

- Branding and Marketing plan

ADR

- Create a Branding strategy for the fishing market in Tyr lebanon

Mercycorps

- Awareness for waste recycling for Bekaa region

EDUCATIONAL BACKGROUND

Bachelor Diploma "2000-2005"

- University: Saint Esprit-Usek Kaslik
- Diploma: Master Degree
- Major: graduated with honor in Graphic Design and Advertising