

Hala Hassan

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EDUCATION

- Lebanese American University - Beirut/Byblos, Lebanon [BS in Graphic Design - Digital Emphasis]
Middle East Partnership Initiative Tomorrow's Leaders Scholarship Student
Graduated Fall 2012 - with Honors
Winner of LAU Torch Award (Architecture & Design School 2013) for High Leadership & Service Spirit
- Wayne State University - Detroit, Michigan, USA [*Study Abroad Program. Summer 2011*]

WORK EXPERIENCE

- Freelance graphic designer, illustrator, and digital strategist (**International**)
Clients' list includes (but not limited to): International Labour organization, Gulf Center for Human Rights, Beyond Reform and Development, Lebanese American University, UNICEF, UNDP, AI- Monitor, Achieve, Concierge Master, Schneider Electric - MENA, Mirum... [January 2010 - Present]
- Manousheh NYC (**New York City, NY**)
[Creative director: digital strategy, digital and print designs, food photography, influencer marketing, paid social advertising, January 2017 - Present]
- Tribeca Film Institute (**New York City, NY**)
[Digital strategist and content creator for the Immersive Film Program in Partnership with Google's daydream team, contract: May 2018 - December 2018]
- Mirum MEA | **Previously Cleartag, within WPP (Dubai & Beirut)**
[Lead Strategist: Digital Strategies, creative online/offline activations, April 2014 - September 2016]
[Community Manager: Social Media ideations & content creation, May 2013 - April 2014]
- TEDx LAU (**Beirut, Lebanon**)
[Partnership and sponsors Team Leader & Graphic Designer, September 2012- September 2015]
- AIGA Middle East (**Beirut, Lebanon**)
[Communications Director, June 2014 - June 2015]
- Achieve "Get Your Career On", E- Business (**Beirut, Lebanon**)
[Social Media Manager, October 2012- January 2013]
- LAU Outreach & Civic Engagement Department (**Beirut/Byblos, Lebanon**)
[Leadership Projects' Coordinator, September 2012 - January 2013
Executive, August 2011 - August 2012
Graphic Designer, October 2010 - August 2011
Leadership and You Trainer, Saida, November 2010]
- Global Classrooms Lebanese American University Model United Nations (**Beirut/Byblos, Lebanon**)
[Director of Public Information & Graphic Designer, August 2011 - August 2012
Trainer & Chair, October 2009 - July 2011]

COMPUTER SKILLS

- Design Softwares: Adobe Suite [illustrator, Photoshop, InDesign, Aftereffects, Premiere], Final Cut Pro
- General Softwares: Microsoft Office Suite, Prezi, Keynote

LANGUAGES: English & Arabic (Excellent spoken and written)

OUTREACH WORK

VOLUNTEERING

- Alternative Student Movement الحركة الطلابية البديلة [*Chairperson & Designer, 2012 - 2014*]
- Intaliqi "Women Empowerment NGO" [*Graphic Designer, April 2013 - Sep. 2013*]
- Michigan Round Table (Michigan, USA) [*Intern, June 2011 – August 2011*]
- Visual and Performing Art Association VAPA (Beirut, Lebanon) [*Intern, December 2009 – February 2011*]
- Hibr Loubnani (Beirut, Lebanon) [*Illustrator, January 2011 – February 2011*]
- Mercy Corps (Beirut/Byblos, Lebanon) [*Intern, August 2010 – January 2011*]
- United Nations Youth Association of Lebanon (Beirut, Lebanon) [*Intern, Sep. 2010 – Nov. 2011*]

WORKSHOPS & CONFERENCES

- Tribeca Film Institute | Interactive Hackathon on Immigration, December 2017 (Participant)
- ArabNet Conference, 20-22 March 2013 (Volunteer/ Floor & Stage Manager)
- Beirut Service Jam, (City Jam Project), March 2013 (Participant)
- Track A Training with World Youth Alliance (Online), September- December 2012 (Participant)
- UN Leadership Training with World Youth Alliance – New York, August 2012 (Participant)
- NABA first workshop in Lebanon "Art of Traveling", May 2012 (Participant)
- Beirut Marathon Association, November 2009/2010/2011 (Organizer with LAU)
- Social Entrepreneurship in Transforming Community Issues into Opportunities for Growth, June 2011
- US- Middle East Partnership Initiative Regional Conference for Tomorrow's Leaders, June 2011
- Introduction to Leadership and Project Management, June 2011
- LAU Rally Paper, April 2011 (Main Organizer)
- AIDS Awareness, VAPA, UNFPA, Y-Peer, December 2010 (Organizer)
- Peace-Building Project, UNDP, Lebanon, October 2010 (Participant)
- Step by Step to Make a Documentary, September 2010 (Participant)
- Stand up for Millennium Development Goals in Lebanon at UNIC, September 2010 (Organizer)
- Institute for Peace and Justice, August 2010 (Participant)
- Lebanese American University, September 2009 – 2013
[Commencement /Haiti Fundraisers/ LAU-UN Day/NGO Fair/Orientation/ School Gala Dinner]
- UNIVERSITY CLUBS:
[Rotaract LAU Byblos (Member), Peace-Building Club (Founder), Architecture & Design Club (Member),
Pulse Club (Member), LAU Dorms Representative (Beirut/Byblos)]

PERSONAL PROJECT

-  @Randomiyyat, a series of illustrations and images discussing random disruptive ideas, launched December 2016