

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 www.hellohala.com

- Freelance and Consultancy Work ([International](#), January 2010 - Present)
Film Productions as a designer and animator: Border South Film ([NY](#)) and Unapologetic Film ([Chicago](#)),
Illustration Projects: International Labour organization([MENA](#)), Gulf Center for Human Rights ([MENA](#))
Digital Strategy: Project Safety Net ([NY](#)), Mirum x Ministry of Tourism KSA ([MENA](#))
Design Projects: UNICEF([MENA](#)), UNDP([MENA](#)), Al- Monitor ([MENA](#)), Beyond Reform and Development ([Lebanon](#))
- DonorsChoose ([New York City, NY](#))
[Digital Content Associate: digital strategy, social media and blog content creation, video production, influencer relation, community management, May 2019 - April 2020]
- 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]
- 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]

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

WORKSHOPS & CONFERENCES

- Gotham Writers | Business Writing 6-week workshop, March - April 2020 (Participant)
- Tribeca Film Institute | Interactive Hackathon on Immigration, December 2017 (Participant)
- Facebook Blueprint Certification | Training and workshop, June 2016 (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]

PUBLICATIONS

- The Art of Being Queer | Illustration feature, February 2019
- Autostraddle | Trapped at Birth series for the Birthday Issue, January 2019
- Kohl Journal | Gendering Migration Issue, July 2017
- The Seventh Wave | The Human Trap illustration series, February 2017

PERSONAL PROJECT

-  @online.png a series of illustrations and images discussing gender and sexual identity, immigration, and other social issues.