

# HIBA FARHAT

## Design + Brand Consultant

971 55 550 1136  
www. / hello@ / hibafarhat.com

### EDUCATION

Toronto  
June 08  
HONORS BACHELOR OF DESIGN  
York University/Sheridan Institute  
Joint Honors Program in Design (YSDN)

Beirut  
June 03  
FRENCH BACCALAUREATE II  
PHYSICS-CHEMISTRY  
Lycée Franco-Libanais Verdun

### WORK EXPERIENCE

Dubai  
Aug 14 - Present  
FREELANCE  
Design + Brand Consultant

Dubai  
April 16 - July 16  
FREELANCE DESIGN DIRECTOR  
Nomads

Dubai  
June 13 - Aug 14  
SENIOR DESIGNER  
Lowe Mena

- Handled the Bloomingdale's account, both ATL and BTL.
- Led the corporate re-branding of Al Maabar.
- Oversaw the work done for Averda, Al Maabar, Bank Muscat and Bloomingdale's.
- Managed (and won) high-profile pitches such as the Dubai Metro Museum Identity.

Dubai  
Sep 11 - May 13  
GRAPHIC DESIGNER  
OgilvyAction

- Handled the Coca-Cola Shake Up Your Senses Global Teen Shopper Marketing Toolkit: organized the design workflow, briefed and managed freelancers, briefed and oversaw retouching, art directed all visuals developed at later stages of the project.
- Design work on various projects such as packaging, infographics, events branding, catalogues.
- Main clients included Coca-Cola global and regional, BAT, Dove, and MMI (Stoli, Jack Daniels).
- Brand guardian for Coca-Cola.

Dubai  
Jan 09 - Sep 11  
DESIGNER  
Siegel + Gale

- Developed identity concepts and visual system options for Anayou by Du, Sadara (Dow and Aramco), AcwaPower International.
- Handled The Third Line Art Gallery account (monthly work included exhibit branding, posters, catalogues, e-mailers and invites).

Abu Dhabi  
Oct 08 - Jan 09  
DESIGN & MARKETING INTERN  
Multiply Marketing Consultancy

Designed company portfolio, as well as brochures, logos, billboards and print ads.

Madrid  
May 07  
DESIGN INTERN  
Barfutura Design Studio

Designed pressbook and promotional material for El Club De Los Suicidas.

Toronto  
Sept 04 - Dec 04  
OFFICE ASSISTANT  
Association of Registered Graphic Designers of Ontario (RGD)

Book shelving, data entry, filing, speech transcribing.

### ACHIEVEMENTS

Cannes  
Apr 98  
WINNER OF CANNES JUNIORS FESTIVAL  
WRITING CONTEST

One of nine winners over 900 applicants.  
Attended the Cannes Festival as a member of the Junior Jury.

Beirut  
97 - 00  
FOUR-TIME WINNER OF SHORT STORY  
WRITING CONTEST

Ranked first in grade-wide school writing competition, four years in a row.

### RELEVANT SKILLS

SOFTWARES  
Illustrator  
Indesign  
Photoshop

LANGUAGES  
Fluent in Arabic, English, French  
Intermediate in Spanish

### CHARACTERISTICS

Curious, reliable, process-oriented, enthusiastic.

### PERSONAL DEVELOPMENT

Attended talks by Erik Kessels, Massimo Vignelli, Ed Fella. Enjoys photography, the vernacular, board games. Avid reader.

### COMMUNITY INVOLVEMENT

MEMBER OF EVENTS COMMITTEE  
YSDN Student GradShow 2008

EVENT ASSISTANT  
DesignThinkers Toronto '06