

HIBA FARHAT

Design + Brand Consultant

+971 55 550 1136

www.hibafarhat.com

hello@hibafarhat.com

@hibadoesdesign

EDUCATION

Live via Cambridge
Jan 2019 – Jan 2021 GRADUATE CERTIFICATE OF MARKETING MANAGEMENT
Harvard University, Extension School

Online
Aug 2020 CERTIFICATE OF BRAND MANAGEMENT
Cornell University

Toronto
June 2008 HONORS BACHELOR OF DESIGN
York University/Sheridan Institute
Joint Honors Program in Design (YSDN)

Beirut
June 2003 FRENCH BACCALAUREATE II
PHYSICS-CHEMISTRY
Lycée Franco-Libanais Verdun

WORK EXPERIENCE

Dubai
Oct 2016 – Present FREELANCE DESIGN MANAGER
Apple Middle East

- In charge of Design Quality Control for all regional channel and interactive communication, supports with advertising work.
- Works with partnering agencies to ensure all localized Arabic work created is up to Apple standards.
- Involved in all creative geo-based initiatives.
- Helps curate music and tv content showcased on products in channel and interactive.
- Hand-letters Arabic screens showcased in product marketing.

Dubai
April 2016 – July 2016 FREELANCE DESIGN DIRECTOR
Nomads

- Helped conceptualize, design, and present various projects for clients such as Jotun and FlyDubai.
- Managed a team of designers and put together set of best practices, naming structure, and design processes.

Dubai
Aug 2014 – Present FREELANCE DESIGN + BRAND CONSULTANT
Various clients and agencies

Dubai
June 2013 – Aug 2014 SENIOR DESIGNER
MullenLowe (previously Lowe Mena)

- Handled the Bloomingdale's account, both ATL and BTL for design and art direction.
- Led the team on all work done for the Prime Minister's Office.
- Led the corporate re-branding of Al Maabar and managed the roll out of the new identity.
- Managed the design team and 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 from concept to delivery.

Dubai
Sept 2011 – May 2013 GRAPHIC DESIGNER
Geometry Global (previously 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, supported with art direction of key visuals and tactical implementations.
- Design work on various projects such as branding, packaging, infographics and catalogues.
- Main clients included Coca-Cola global and regional, BAT, Dove, and MMI (Stoli, Jack Daniels).
- Brand guardian for Coca-Cola.

Dubai
Jan 2009 – Sept 2011 DESIGNER
Siegel + Gale

- Developed identity concepts and brand systems.
- Handled The Third Line Art Gallery account.

Madrid
May 2007 DESIGN INTERN
Barfutura Design Studio

Toronto
Sept 2004 – Dec 2004 OFFICE ASSISTANT
Association of Registered Graphic Designers of Ontario (RGD)

ACHIEVEMENTS

Cannes
April 1998 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
1997 – 2000 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
Beginner in Spanish

CHARACTERISTICS
Curious, reliable, process-oriented, enthusiastic.

PERSONAL DEVELOPMENT

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

COMMUNITY INVOLVEMENT

MEMBER OF EVENTS COMMITTEE
YSDN Student GradShow 2008

EVENT ASSISTANT
DesignThinkers Toronto 2006