

# HIBA FARHAT

## Design + Brand Consultant

+971 55 550 1136

www.hibafarhat.com

hello@hibafarhat.com

@hibadoesdesign

## EDUCATION

Live via Cambridge  
Jan 2019 – Jan 2021

**Harvard University, Extension School**  
Graduate Certificate of Marketing Management

Online  
Aug 2020

**Cornell University, e-Cornell**  
Certificate of Brand Management

Toronto  
June 2008

**York University/Sheridan Institute Joint Honors Program in Design (YSDN)**  
Honors Bachelor of Design

Beirut  
June 2003

**Lycée Franco-Libanais Verdun**  
French Baccalaureate II Physics-Chemistry

## WORK EXPERIENCE

Dubai  
Oct 2016 – Present

**Apple Middle East**  
Independent Contractor, Design + Art Direction

- In charge of Design Quality Control for localized channel, interactive, and advertising work created for the region.
- Design and art-direction for geo-origination and amplification campaigns.
- Concept development and design for geo projects and initiatives.
- Works closely with partnering agencies to ensure all localized work created is up to Apple standards.
- Art-direction on regional lifestyle and demo shoots.
- Hand-lettering for Arabic screens showcased on iPad product marketing.
- Helps find and screen new recruits to grow the design team.
- Developed, wrote and carried out a 4-day training program intended for new team members.
- Redesigned workflow to optimize resources and streamline work processes.

Dubai  
Jun 2021 – Feb 2022

**Expo2020 Moment Makers**  
Freelance Design Director

- Developed the guidelines for Moment Makers' visual comms.
- Managed the design team's every day work, ensured best practices are followed and work is in line with guidelines.
- Oversaw all design deliveries across hundreds of deliverables and assets, in 5 languages, for all 6 concerts (Russian, German, French, English and Arabic).
- Put in place workflow structure and processes for file creation and approvals that answer to the complexity of the project.

Dubai  
Aug 2014 – Present

**Various agencies | Nomads, Merchant Cantos, Dragoman**  
Freelance Design Director

- Design and art direction for various branding, advertising, and / or design projects.
- Managed teams of designers and put together set of best practices, naming structure, and design processes.
- Helped conceptualize, design, and present various projects for clients such as Jotun and FlyDubai.

Dubai  
Jun 2013 – Aug 2014

**MullenLowe (previously Lowe Mena)**  
Senior Designer

- 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.
- Managed (and won) high-profile pitches such as the Dubai Metro Museum Identity from concept to delivery.
- 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.

Dubai  
Sep 2011 – May 2013

**Geometry Global (previously OgilvyAction)**  
Graphic Designer

- Handled the Coca-Cola Shake Up Your Senses 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 of 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 – Sep 2011

**Siegel + Gale**  
Designer

- Developed identity concepts and brand systems for various clients including Du, Sadara, and Qtel.
- Handled The Third Line Art Gallery account, developed the concept and event identity collateral for all of their exhibitions.

Madrid  
May 2007

**Barfutura Design Studio**  
Design Intern

Toronto  
Sep 2004 – Dec 2004

**Association of Registered Graphic Designers of Ontario (RGD)**  
Office Assistant

## ACHIEVEMENTS

**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.

**Four-Time Winner of Short Story Writing Contest**

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

## RELEVANT SKILLS

### Software

Illustrator, Indesign, Photoshop, iWork.

### Languages

Fluent in French, English, and Arabic  
Basic Spanish

### Characteristics

Curious, reliable, process-oriented, enthusiastic.