

YANAKIS SALIBA

S R . A R T D I R E C T O R

INFO —

Nationality: Lebanese
Date of Birth: September 1987/05
Gender: Male
Location: Doha, Qatar
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Portfolio: www.yannsaliba.com

EXPERIENCE —

April 2018 – Current
J. WALTER THOMPSON
Doha – Qatar
Senior Art Director

March 2016 – March 2018
60 DEGREES
Doha – Qatar
Art Director

September 2012 – March 2016
IMPACT BBDO
Beirut – Lebanon
Art Director

SUMMARY —

Over 7 years experience creating and crafting advertising campaigns, services and utilities for major worldwide brands. During this time my core art direction skills have been refined and developed to a high level.

By combining engaging ideas with strategic thinking and through simple beautiful art direction I provide benefit to my clients. Currently looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal and professional development.

CORE SKILLS —

Experience in developing full 360 campaigns.

Excellent presentation and communication skills.

Ability to prioritize and juggle multiple projects within tight deadlines.

Capable of developing and communicating industry-leading creative concepts.

Strong conceptual thinking-both visual and interactive.

Knowledge of design disciplines including layout, typography and imagery.

Excellent knowledge of industry standard design tools: Photoshop/ Illustrator/Indesign/After Effects.

DUTIES —

Developing excellence through innovative & creative concepts across all media.

Ability to work with other project managers and teams of creatives.

Develop and frame creative concepts according to creative brief requirements.

Managing and directing photo shoots on time and to budget.

Attending client meetings.

Attending and contributing within brainstorming sessions.

Setting up presentations and presenting them to client.

Mentoring junior staff in project development and performance management.

EDUCATION —

JULY '09 – '012

University of Balamand (UOB),
Academie Libanaise des beaux-arts
(ALBA), Lebanon

Masters in Fine Arts – MFA (With Distinction) Advertising

JUNE '05 – '09

University of Balamand (UOB),
Academie Libanaise des beaux-arts
(ALBA), Lebanon

Bachelor of Fine Arts – BFA (With Distinction) Graphic Design

CLIENTS —

Blom Bank/Dewars/Kefraya/Eristoff/
CityMall/JTI/LLDJ/Bonjus Dairy/Medco/
Pepsi/Mirinda/7up/Audi/Sayfco/Vape/
Chevrolet/Ahli Bank/Maersk/Al Shaqab/
Hamad International Airport/Salam Stores
Qatar National Bank/United Development
Caompany/Alfardan Group/Mall of Qatar...

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