

STEPHANIE MOUSSA KHALIL

ART DIRECTOR - GRAPHIC DESIGNER

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EXPERIENCE

FEB 2024 - JAN 2026

ART DIRECTOR

Brandem Creative Agency

Leading strategy pitches, design, content creation, and campaign concepts, encompassing both BTL and ATL initiatives.

UNICEF: Headed design and content execution for numerous social media projects in Lebanon and Mena region.

JAZ Hotel Group: Developed comprehensive social media and branding assets for the hospitality and property management company, which operates over 70 hotels, resorts, and Nile cruise ships across the Middle East, North Africa, and the Indian Ocean, spanning from in-room guest amenities to digital advertising campaigns.

Telitravel: Managed all social media design outputs and took part of campaign brainstorming sessions for a TV featured advertisement.

Beirut Marathon Association: Designed the complete campaign identity and visual assets for the Spineys Women's Race 2025.

Decathlon: Conceptualized along side the Brandem team and executed the basketball championship advertisement campaign in Lebanon.

Joana Achkar Jewelry: Delivered end-to-end brand identity design for a luxury jewelry client based in Dubai.

Bspoke Interiors: Developed and executed the complete corporate branding package for the interior design firm.

Design Pitches & Rebranding Projects: Conceptualized and pitched high-level frameworks including: **BUTEC** (Social Media, Above the line and Below the line), **Freva - Gluten free app** (Branding), **Beirut Marathon Association - Run Club** (Branding), **BWA Wood Flooring** (Branding), **Noor Jurdi - Copywriter** (Branding), and **Nakhoul Corporation (NAK) - Manufacturer and contractor specializing in premium HVAC air distribution systems** (Publication Design)

AUG 2021 - JAN 2024

SENIOR DIGITAL DESIGNER

Shopper Marketing & E-commerce Creative Agency

Worked alongside e-commerce executives, serving as a senior digital design creator and team leader.

- Creating digital brand stores for major social commerce platforms such as: Amazon, Nahdi and Noon.
- Spearheaded new digital creations for online markets with multinational brands such as: Unilever, Kimberly Clark, Haleon, & Coty.

SEP 2020 - JULY 2021

SENIOR DIGITAL DESIGNER

L'Oréal Levant

Worked alongside the Consumer Product Division (CPD), mass team. Served as a content creator lead for the top two mega mass brands L'Oréal Paris & Garnier. Covering the most dynamic offline and online markets in the Levant Region for Skin Active and Skin Expert.

- Created ephemeral content for owned social media platforms and third party accounts.
- Worked closely with Visual Merchandisers and Trade Marketeers. Designed hard copy assets such as Porch Pick Ups (PPUs), in-store metallic stands & store posters for offline retail stores.
- Helped expand and build the brands on owned and third party media. By creating brand stores, visibility banners and other assets fit for paid media.

MAR 2019 - SEP 2020

GRAPHIC DESIGNER

LCG - DDB

Worked alongside the creative team, serving as a graphic designer for Henkel Levant, Step by Step (National Mental Health Program - Ministry of Public Health), Centro Mall, Terranet, Deepiu, and Fineon.

- Created a yearly creative plan.
- Developed 2D animation videos for online platforms.
- Designed Master Visuals.
- Created, developed and implemented social media posts for Facebook & Instagram.
- Created several campaigns and executed them as Above the Line and Below the Line advertisement, as well as developed the brand identities.
- Created clearer visions of the brand identities through designing their websites and landing pages.
- Oversaw website implementations in parallel with the web developer.

SEP 2017 - FEB 2018

JUNIOR GRAPHIC DESIGNER

Chameleon SARL

- Created social media content (templates & designs).
- Enhanced features for high-profile clients.
- Designed logos and pictograms.
- Animated infographics in 2D.

SEP 2016 - APR 2017

CONTRACTUAL GRAPHIC DESIGNER

Beirut Marathon Association

- Implemented all offline branding elements.
- Updated all relevant race maps.
- Designed diverse accreditation passes.

JUN 2017 - AUG 2017

GRAPHIC DESIGNER INTERN

“KIP” (Knowledge is Power) project, Olayan School of Business

- Designed and assisted in the creation of the “#Mesh_Basita” campaign in cooperation with the Lebanese Ministry for Women’s Affairs.
- Implemented branding and marketing elements.
- Created and edited animated videos.

FREELANCE

- Social Media and Branding: Potech Cybersecurity Jan 2024- Present.
- Website Design & Maintenance: John Achkar Jan 2025- Jan 2026.
- Website Design: WomenCaravan2020/2021 Sep 2020 - 2022.
- Social Media Calendar Design: Al Ghurair Sep 2020 - 2021.
- Brochure Design for Ramaco Trading & Contracting Co: Brandem March 2021.
- Logo Design Concept & Brand Language for The Lead Business Hotel: Brandem Sep 2020.
- Social Media Content Calendar: Del Monte Arabia Apr 2020 - Sep 2020

EDUCATION

Notre Dame University - Class of 2017

Bachelor of Arts in Graphic Design- Notre Dame University-Louaize, Zouk Mosbeh, Lebano

VOLUNTEERISM

JUN 2012-NOV 2017: Member of the Red Cross Youth Department

2014-2015: Treasurer at Red Cross Youth Department

Headed and organized various campaigns and projects with people from diverse abilities (mental and/or physical), age, ethnicity, race, religion, or socio-economic status/class on health and hygiene, tolerance and acceptance, the environment, mental health, and self-defense.

SKILLS

Languages: Native Arabic, Fluency in English, and French as a third language

Special Skills: Adobe Programs, Microsoft Office, Figma

Soft Skills: Leadership skills, interpersonal skills, organization skills, time management