



Mouhammed Abboud

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Art Director

With over 6 years of experience, I specialize in crafting innovative solutions that truly stand out in the creative landscape. My expertise covers various markets, including Lebanon, Kuwait, UAE, The States, and Africa, giving me a well-rounded skill set.

I am passionate about pushing creative boundaries and have a proven track record of delivering impactful visual experiences. Always keen on personal and professional development, I actively seek out new challenges to continuously refine my skills and achieve the best possible results.

My commitment to excellence and my ability to adapt to various cultural contexts make me a valuable asset in the dynamic field of art direction.

Skills

Ideas and Creation

Art Direction

Logo and Brand Design

Campaigns and TVCs

Photoshoots Direction

Web Design

Social Media Creative

Management and Brotherhood

[Softwares]

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Experience

Wunderman Thompson KWT Nov 2022 - Current
Art Director

Focused on art direction and innovation, I've played a key role in shaping successful outdoor campaigns and TVCs for clients like **Zain Kuwait** and **ABK Bank**. My responsibilities include creating compelling visuals, defining unique identities, and crafting impactful storyboards. Proficient in designing eye-catching branding materials and presenting imaginative concepts.

The Wonderful Bureau Mar 2021 - Oct 2022
Senior Graphic Designer

My role consists of creating digital designs solutions for local and abroad clients, such as branding, product designs, social media advertising, and animations. In addition to that, I've been leading art directions for photography sessions and took a major part in advertising campaigns.

BePro Design Agency 2017- 2021
Graphic Designer

Lead creative design projects for market needs. Develop design themes for events and create advertising content for various media, including, stationery, posters, and product labels.

Education

Modern University for Business and Science.
BA of Science in Graphic Design - 2017
Beirut, Lebanon

Languages

Arabic Native

English Very Good

[Interests]

Travel and explore cultures

Photography

3D