

MALAK EL SAHLI

ART DIRECTOR

malak.s.sahli@hotmail.com

+971 54 589 7998

malakelsahli.com

Dec 19, 1990 - Lebanon



SKILLS

ADOBE SUITE programs including :

Illustrator
Photoshop
Indesign
Premiere
Lightroom

LANGUAGES

Arabic | Native
English | Advanced

CERTIFICATIONS & COURSES

Interpretation of Moving Image
Advanced Multi Media
3D Animation
Intro to 3D Modeling

EXPERIENCE

Art Director

Inspired Media - Abu Dhabi, UAE Mar2025 - Present

Lead the creative direction across branding, print, and digital projects for clients in diverse industries.

Oversee concept development, visual storytelling, and design execution while managing a team of designers and production specialists.

Responsible for elevating the agency's visual identity, ensuring consistency, innovation, and quality across all touchpoints—from packaging and campaigns to event visuals and large-scale installations.

Branding Manager

Faham Doors - Dubai, UAE Sep2024 - Feb 2025

As a Branding Manager, I develop and implement strategic branding initiatives to enhance brand identity, awareness, and consistency. My role involves crafting compelling brand narratives, overseeing visual and verbal communication, and ensuring alignment across all touchpoints. I collaborate with cross-functional teams to execute and manage brand guidelines, and drive engagement through innovative storytelling, design, and digital presence. Additionally, I oversee brand corporate identity projects, and market positioning to strengthen the brand's impact and relevance.

Marketing & Branding Manager

Faham Doors - Dubai, UAE Apr 2023 - Apr 2024

Develop and oversee social media strategies, content, and campaigns

Lead and train the social media team in line with Faham Doors' vision

Ensure consistent branding across all platforms and new product launches

Monitor, report, and analyze social media and campaign performance

Supervise influencer marketing, media buying, and franchising content

Maintain high-quality daily content creation and team training

Implement offline marketing strategies and align with sales & QA teams to enhance customer experience

Senior Graphic Designer / Stylist / Artist

AINowair & Yellow Submarine Agency - Qurtoba Kuwait Oct 2016 - Apr 2023

Lead design projects from concept to completion aligned with marketing strategies

Collaborate with client servicing and production teams to ensure quality standards

Develop advanced layouts using diverse grid systems for various publications

Retouch and enhance visual assets from photo and video shoots

Create mood boards, shot lists, and storyboards for production planning

Prepare final files for production (books, brochures, catalogs, etc.)

Oversee video post-production including editing, graphics, and color correction

Support event and production concept development with the production manager

Senior Graphic Designer & Events Manager

Fiesta Kuwait - Hawally, Kuwait Mar 2015 - Sep 2016

Photographing new items that comes in

Editing pictures

Managing and designing website banners

Designing Social Media content

Handling the account

Designing presentations of an event concept and presenting it to the customers

Planning, preparing, executing and managing events with the team

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EXPERIENCE

Senior Graphic Designer

Blink.com.kw - Kuwait Jan 2014 - Mar 2015

Taking photos of new items (mainly clothing)

Editing pictures

Designing website banners

Designing social media content

Graphic Designer

Danat Al Sultan - Kuwait Nov 2013 - Jan 2014

I began my working journey in Kuwait with Danat Al Sultan, where I was in charge of designing stadium ads and magazine pages along with product ads

Senior Graphic Designer

Naturel Beesline - Beirut, Lebanon Jun 2013 - Sep 2013

Designing and upgrading products catalogs, flyers & products fts posters

Preparing offset files to print

Graphic Designer

08 Digidots - Beirut Lebanon Aug 2012 - May 2013

Designing Stands, Unipole designs, products catalogs, flyers & products posters

Preparing offset files to print

Preparing digital files to print

Site visits for consultations and measurements

quality assurance of production

Assistant in designing & printing

IPEX - Beirut Lebanon Jul 2011 - Aug 2011

Designing business cards and stationaries

Preparing offset files to print

Sales & Designer

ELDORADO store - Beirut, Lebanon May 2010 - Jul 2010

Worked as a sales representative and helped in designing content for the store that included posters, mini catalogs and short ads

Graphic Designer

Patisserie Lolita - Lebanon Jun 2009 - Aug 2009

Designed cake sugar coating and worked as a sales assistant

EDUCATION

BA-Bachelor of Art in Graphic Design | Jan 2009 - Dec 2012

AUCE University American University of Culture and Education - Beirut, Lebanon

Minor Multimedia | Jan 2011- Dec 2012

AUCE University American University of Culture and Education - Beirut, Lebanon

Won a Photography Competition, and got a scholarship to study Minor Multimedia

High School Certificate | Jan 2007 Dec 2008

Chwaifat Official Secondary School, Beirut, Lebanon

YES Scholarship (YOUTH EXCHANGE AND STUDIES Scholarship) AMIDEAST & US EMBASSY

Got a 1 full year scholarship in 2006 to study in the US and exchange cultures