

Always looking for the silver lining.

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SANDRA SARKISSIAN

Creative lead and art director with over 9 years of experience working for large agencies and institutions in the design and advertising industry.

Experienced in creating thoughtful brand identities, and visually compelling graphics.

Accomplished in creating 360-degree communication solutions in the form of integrated advertising campaigns, digital and advertorial content, and activation, for various industries in the MENA region, and recently in Japan.

Worked on some of the biggest brands in the MENA region, such as Bank Al-Etihad, Nestlé, Red bull, Lexus, Toyota, Renault, Mazda, Capital Bank, Royal Jordanian Airlines, Zain, and Umniah.

AWARDS

March 2016
Bronze - Dubai Lynx International Festival of Creativity

WORKSHOPS

March 2022
Food + Design workshop - Goethe Institut

September 2018
Mini Maker Diploma - Fab Lab

December 2016
Spatial Design Workshop - Design Institute Amman

May 2016
Designing for Mobile - D&AD

VOLUNTEERING

Volunteer & Group Leader
In The Palace / Youth In Action
Balchik - Bulgaria
September 2013

The Contemporary Art Zone (CAZ);
Facilitated contemporary art workshops

The Dissection of Democracy (DoD) Initiative;
Raised awareness on cultural co-operation & education for human rights & democratic citizenship

YEP (Youth Empowerment) Conference;
Raised awareness on humanitarian issues in the Middle East & around the globe

LANGUAGES

Arabic | English | Armenian | German
Mother Tongue | Fluent | Second Language | A2

EXPERIENCE

Freelance Experiential Graphic Designer

VMLY&R | Dubai

March 2022 - Current

Applying brand strategies to visual and physical environments, creating compelling visual languages and integrating design aesthetics to communicate brand objectives and shape all visual aspects of an event or experience. Projects include One Million Arab Coders closing ceremony, 2022 Dubai Metaverse Assembly, UAE Innovates 2023 Exhibition.

Creative Lead (Part Time Consultancy)

Leoden Advertising | Jordan

January 2021 - March 2022

Introduced and applied expert art direction to all creative projects, while ensuring a high standard of visual execution across all media, inspired and motivated the agency's clients to be creatively progressive through the application of fresh and inventive visual work, developed comprehensive design strategies, and provided guidance and feedback when needed.

Creative Lead / Head of Department

The Online Project | Jordan

January 2020 - June 2020

Worked closely with the creative department to ensure that creative deliverables are aligned to client expectations, developed creative programs and concepts that meet marketing objectives, influenced design-led thinking across the business, generated original and innovative ideas to push businesses forward, and implemented best practices to improve the efficiency of the creative department.

Design Consultant & Brand Strategist

Studio Be | Jordan

August 2019 - December 2020

Developed comprehensive design strategies and positioning recommendations through identifying brand archetypes, elements, tone of voice and future trends, to enhance existing brands, products, and give life to new brands.

Art Director / Creative Lead (Project Based)

Luminus Technical University College | Jordan

July 2019 / June - August 2021

Worked closely with the communications team to draft and implement the creative strategy of Luminus Technical University College's first official advertising and marketing campaign in 2019, and student recruitment campaign in 2021, and composed advertorial content to deliver visually compelling graphics across multiple channels.

Co-founder / Designer / Researcher

Sharek Bitbarek Initiative | Jordan & Barcelona

September 2018 - September 2020

Sharek Bitbarek is an initiative dedicated to fighting food waste through design, social impact and inclusion, and is the product of a collaboration with Elarco; a product design consultancy in Barcelona, aimed at creating a smart solution that tackles food waste management in Jordan and connects food sources to beneficiaries. A non-functional prototype concept was exhibited at Amman Design Week 2019.

Graphic Designer / Art Director

J.Walter Thompson | Jordan

November 2014 - April 2017

- Created strong visual identities and 360-degree communication solutions; from strategic planning, conceptualizing and art directing, all the way to finalizing and production, in the form of integrated advertising campaigns, digital content and activation, for industries such as automotive, telecommunication, banking and real estate.
- Worked on award-winning and proactive projects.

Co-Founder / Designer & Visual Artist

OCD House & Collective (A Freelancers Collective) | Jordan

May 2013 - April 2017

A boutique agency for integrated creative solutions, operating on the collective talent of creative freelancers from various disciplines and backgrounds, with a mission to change the perception and improve the dynamics of young service providers within the creative industry. Some of our clients included EUNIC Jordan, GIZ, Marroum Group, Nawa, Nahno, and Fine Facial Tissues.