

Always looking for the silver lining.

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SANDRA SARKISSIAN

Middle East based designer, artist, part-time writer and co-founder of OCD House; a freelancers' collective and creative space for design solutions. Specialized in branding and creating visual identities that tell vivid and almost-perfect stories of a love-hate relationship between mind, city, type, design and matter.

Currently focused on using design thinking tools to find pragmatic, sustainable solutions.

Personal work examines cross-cultural differences, women rights and gender equality, and aims to celebrate "human connections" in all their forms.

VOLUNTEERING

**Volunteer & Group Leader
In The Palace / Youth In Action**

Balchik - Bulgaria
September 2013

The Contemporary Art Zone (CAZ)
Facilitate contemporary art workshops.

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

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

WORKSHOPS

March 202
Food + Design workshop - Goethe Institut

September 2018
Mini Maker Diploma - FabLab

December 2016
Spatial Design Workshop - Design Institute Amman

May 2016
Designing for Mobile - D&AD

AWARDS

March 2016
Bronze - Dubai Lynx International Festival of Creativity

LANGUAGES

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

EXPERIENCE

**Creative Lead
Leoden Advertising - Part Time
January 2021 - Current**

Introducing and applying expert art direction to all creative projects, ensuring a high standard of visual execution across all media, inspiring and motivating the agency's clients to be creatively progressive through the application of fresh and inventive visual work, developing comprehensive design strategies and providing guidance and feedback when needed.

**Creative Lead / Head of Department
The Online Project
January 2020 - June 2020**

Worked closely with the creative department to ensure that design and creative deliverables are aligned to client expectations, develop creative programs and concepts that meet marketing objectives, influence design-led thinking across the business, generate original and innovative ideas to push businesses forward, and implement best practice to improve efficiency of the design and creative department.

**Design & Brand Strategist
Studio Be
August 2019 - December 2019**

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
Luminus Technical University College - Project Based
July 2019**

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 compose advertorial content to deliver visually compelling graphics across multiple channels.

**Co-founder / Designer / Researcher
Sharek Bitbarek Initiative - Fighting Food waste
September 2018 - September 2020**

Concept & prototype exhibited at Amman Design Week 2019. Sharek Bitbarek is an initiative dedicated to fighting food waste through design, social impact & inclusion. We aspire to bring communities together and turn generations of 'food wasters' into better recyclers, using food waste as a stepping stone to create a new sustainability movement in Jordan.

**Design Instructor
Studio Be
July 2018 - August 2018**

Developed design workshops to provide hands-on instruction to students through interactive sessions and collaborative assignments, using traditional techniques and the industry's popular softwares to push the students' limits and maximize learning.

**Graphic Designer/ Art Director
J.Walter Thompson
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 projects and proactive ideas, maintained best practices and helped guide subordinates.

**Co-Founder / Graphic Designer & Visual Artist
OCD House (A Freelancers Collective)
May 2013 - Current**

OCD | House & Collective
Where aesthetic designs are communicated through an over-flow of creativity. The House is our playground; it is the canvas where we create and recreate ourselves every day, and it is there where we play our part towards a design-oriented Amman. The Collective plays a pivotal part of OCD by placing freelancers under one umbrella, to guide, teach, and equip them with the right tools and skill-sets.