

tamara ammar

ART DIRECTOR & UX DESIGNER

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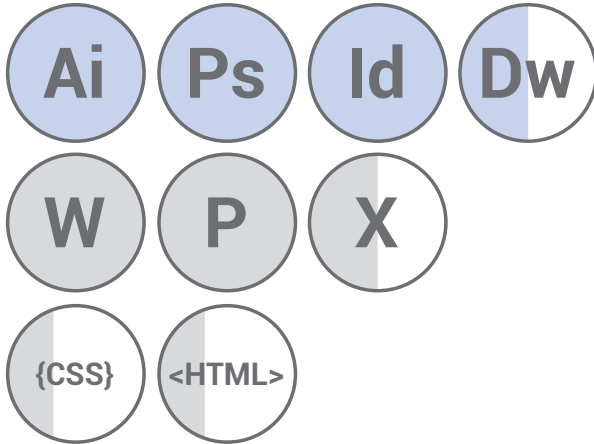
Laval

QC

H7K 1T7

Canada

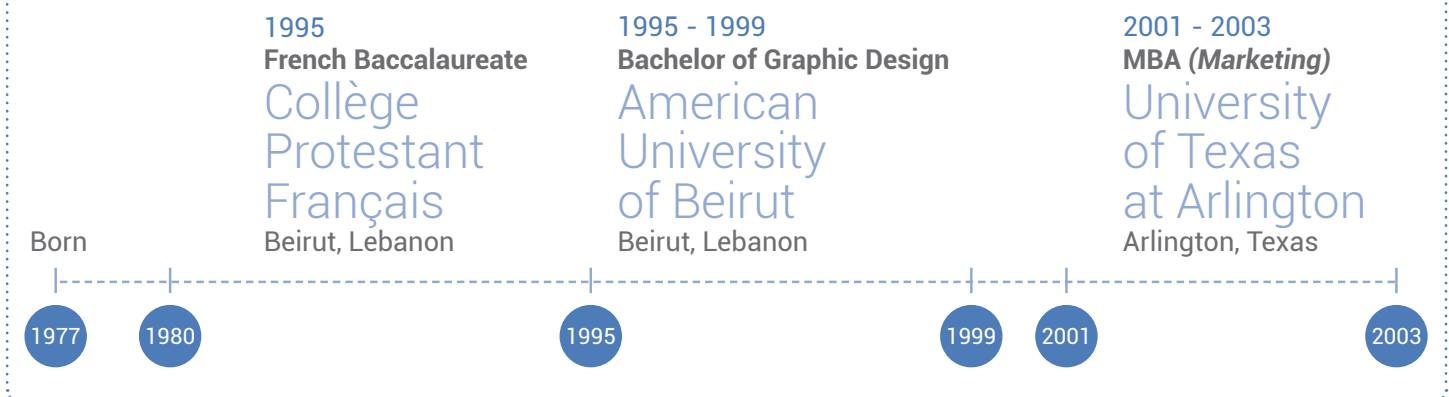
TECHNICAL SKILLS



OTHER SKILLS

- ✓ Fluent in spoken and written English, French, and Arabic.
- ✓ Strong Design knowledge including corporate identities, publications, packaging, web design and UX design.
- ✓ Strong computer skills including knowledge of Mac and PC: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark X Press, Microsoft Office, HTML.
- ✓ Knowledge of laser output devices, preparation of files, color theory & application and printing technologies.
- ✓ Ability to communicate on various levels with advertisers, artists, and corporate clients.
- ✓ Problem Solving skills, high attention to details, and ability to multi-task and meet deadlines.
- ✓ Member of the American Marketing Association (2003).
- ✓ Group Exercise Instructor and Personal Trainer

EDUCATION



EXPERIENCE

December 2012 – Present
Art Director, ODOTRACK Group, Laval, QC

Job Responsibilities:

- Supervise, design and manage all the company's print and web materials, including: Logos, corporate identities, packaging, publications, web design, mobile and phone application design, and e-newsletters.

October 2011 – January 2014

Art Director & Web Integrator, KöSE, Ste-Thérèse, QC

Job Responsibilities:

- › Design, brand, and program the infoKöSE (an email newsletter) monthly to all its members
 - › Manage the company's mailchimp account, the members list, and email the infoKöSE.
 - › Design, brand, program and send the thematic infoKöSE (a targeted email newsletter) to all its members.
 - › Design all communication through social media.
 - › Manage and update the KöSE website and all its visuals and publications.
 - › Design a new KöSE website as part of the company's visual identity.
 - › Manage and send all communication with non-profit organizations.
 - › Communicate with the programmer for optimal web solutions.
 - › Design all internal printed materials and supervise the printing process.
 - › Develop and branding the company's corporate identity.
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April 2010 – December 2012

Graphic Designer, Cegitel Inc., Montréal, QC

Job Responsibilities:

- › Designing Software and Web Applications User Interface.
 - › Developing and managing the production of all marketing communications requirements for the employer and its clients.
 - › Developing basic marketing plans and strategies for the employer and its clients.
 - › Researching competitors' activities and marketing campaigns.
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2007 - 2008

Campaign Manager, Gulf Bank (*one of the most prominent banks in Kuwait*), Kuwait

Developing marketing strategies to ensure maximum profitability and penetration of the market through the development of creative and innovative marketing and communication packages that complement the brand image of the bank and proactively manage the marketing and production material as support product and service drivers.

Job Responsibilities:

- › Developing marketing plans and strategies.
- › Responsible for all marketing communications requirements for the Bankwide activities.
- › Briefing advertising agency (BBDO) on communications requirements identifying target market, objectives, product/service background, and providing clear direction of the communication to meet business objectives.
- › Managing the development/production of the marketing collateral including ATL and BTL materials and liaise with colleagues and advertising agency.
- › Monitoring competitors' activities and marketing campaigns.
- › Establishing and implementing full-edged marketing programs for the Bank's products and services.
- › Evaluating marketing campaigns.

2007

Art Director, Bates PanGulf, Kuwait

Job Responsibilities:

- › Receiving briefs from Accounts department, brainstorming, conceptualizing, and working with copywriters, illustrators, or photographers, and communicating creative options to ensure they answer the client's brief.
 - › Establishing brand image and corporate identity through marketing activities and campaigns, including logo development, publications design, press, magazine, and outdoor advertisements, and promotional material. Brands include: Starbucks, Debenham's, Bhs, Footlocker, Al-Ahli Bank of Kuwait, Dlush, Vision Express, Al Shamel, etc...
 - › Proposing marketing initiatives to clients to help increase brand recognition and sales and maximize exposure over the GCC, through above the line and below the line communication.
 - › Setting up integrated marketing solutions to clients by working with different media and researching competitive activities.
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2005 - 2007

Art Director, Y&R, Kuwait

Job Responsibilities:

- › Brainstorming, conceptualizing and designing creative communication material including packaging, publications, marketing activities, etc. for different products including LG, Petra, Swatch, Jaguar, Texas Chicken, Swensen's, etc.
 - › Leading a team of 5 designers, 2 desktop publishers, and 1 copywriter, and organizing workflow and dividing tasks.
 - › Supervising the art direction of all layouts.
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2004

Senior Graphic Designer, Gandour (A major food manufacturer), Beirut, Lebanon

Job Responsibilities:

- › Brainstorming, conceptualizing and designing creative communication material including packaging, publications, marketing activities, etc. for all Gandour products.
 - › Developing a creative brief to coordinate creative and marketing activities between departments.
 - › Developing a marketing and conceptual analysis for numerous Gandour products.
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1999 - 2001

Graphic Designer, Graphic Shop, Beirut, Lebanon

Job Responsibilities:

- › Coordinating projects from start to finish, from brief to production.
- › Brainstorming, conceptualizing, and designing creative communication material.
- › Working as part of a creative team and delegating work when needed.
- › Preparing final artwork and contacted print houses for production bids.

FREELANCE WORK

2001 - 2006

Graphic Design Freelancer

Les Fils de Chafic Halwani (*A seafood export and packaging company*), Beirut, Lebanon

1999

Web Design Freelancer

Time 0, Beirut, Lebanon

2001 – 2006

Graphic Design Freelancer

Exhale (The Gym), Beirut, Lebanon

1998

Web Design Freelancer

Netways, Beirut, Lebanon

2001 - 2003

Graphic Design Freelancer

Contours, Beirut, Lebanon

1998

Graphic Design Intern

Future Television, Beirut, Lebanon

References available upon request.