THEODORA MELKI

LEAD DIGITAL DESIGNER

CONTACT

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PORTFOLIO

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📷 Instagram: Theodora Melki.

LANGUAGE

Arabic ⟶ Mother Tongue

French ⟶ Full Proficiency

English ⟶ Full Proficiency

Greek ⟶ Basic Speaking & writing

CERTIFICATIONS

• Fundamentals of Digital Marketing
  Google Digital Garage

VOLUNTEERING

• Illustrator in Doctors of the World- Greece (2018).

• Usher in ADAF 2018 (Athens Digital Art Festival).

PROFILE

I am a creative, skilled, and ambitious Lead Digital Designer with seven years of professional experience in UI/UX design, Computer Graphics, Multimedia, and Digital Arts. My driving force is my belief in the positive influence of arts and design on people's lives and businesses which help me create artworks and deliverables that impact.

EDUCATION

> **MASTER OF ARTS (WITH MERIT): DIGITAL DESIGN AND INTERACTIVE APPLICATIONS**
  2017-2019: AKTO/ Middlesex University, Athens, Greece.
  - Research: The relationship between VR and the sustainable development of post-conflict areas.
  - Use of research findings to create VR game prototype "After War"

> **BACHELOR OF FINE ARTS IN COMPUTER GRAPHICS AND MULTIMEDIA (GPA 3.0)**
  2013-2017: ALBA - University of Balamand, Lebanon.
  "On board to yesterday": 3D short animation that tackles the fear of the future.

> **LEBANESE BACCALAUREATE CERTIFICATE OF SECONDARY EDUCATION (LIFE SCIENCE)**
  2012: Lycee St.Pierre, Amioun, Lebanon.

EXPERIENCE

> **FREELANCE LEAD DIGITAL DESIGNER (2020-PRESENT)**

The role focuses on managing all phases of the design process, from research and ideation to creative conceptualization and design. I cooperate with clients to understand their needs, and I work with diverse groups of designers, developers, and specialists to ensure a design output that meets these requirements within the specified deadlines.

CLIENTS I WORKED WITH: 🇱🇧 🇶🇦 🇦🇪 🇺🇸

avionica   BLOCKREADY   nespoli   DBM   CEDAR GATE FUND

KEY RESPONSIBILITIES:

• Conduct research activities based on project requirements
• Present design recommendations, proposals, and options to clients based on research findings
• Stay up-to-date with the latest design, arts, and development trends, technology, and strategies
• Develop solid design plans, concepts, and prototypes (digital, print, social, and video)
• Collect the client's feedback, tackle the correction process, and communicate modifications to the design and development team
• Generate schedules, timelines, and budgets for projects
• Work on multiple projects simultaneously and deliver within tight deadlines.

> **FREELANCE DIGITAL DESIGNER (2016-PRESENT)**

As a freelance digital designer, I translate creative concepts into graphical designs and marketing visuals for local and international clients. I assist customers in creating their online presence by providing numerous design services: Web Design & Prototyping, Motion Graphics & 2D Animation, Graphic Design, Branding & Corporate Identity, Illustrations, 3D Modeling, Texturing & Rendering, and Photo and Video Editing.

CLIENTS I WORKED WITH: 🇱🇧 🇬🇷 🇫🇷 🇺🇸 🇦🇺 🇬🇭 🇺🇸 🇦🇪 🇶🇦

KAF ART GALLERY   mes   NORTHTELECOM   SCOPETEL   Manoushé   HEYCO TECH   ALDAW

KEY RESPONSIBILITIES:

• Research industry trends and markets to present ideas and concepts for an optimal brand identity and digital designs
• Ensure easy communication and a fruitful correction process to meet the client's expectations and deadlines.

EXPERIENCE (CONTINUED)

> PERSONAL INTIATIVE (2020)

Creator of @covid_19_dailies and CoronAvoider

During the 2020 pandemic, I created the mobile game CoronAvoider which aims to spread awareness regarding hygiene measures in a fun and kid-friendly way, and the Instagram page @covid_19_dailies that showcases my illustrations of various situations in the lockdown seen from the perspective of the virus.

KEY RESPONSIBILITIES:

- Design characters and illustrations.
- Create the rules, characters, settings, stories, and props for the mobile game.
- Collaborate with developers to follow up on the development process.

PROJECT FEATURED ON

mtv   **OTV**   الشباب AL SHABAB

> INTERNSHIPS (2016-2018)

Smile Tv Athens, I Ad, Maze

- **SMILE TV Athens (2018)** *TV channel for kids/ Athens-Greece*
  A one-month internship that focused on assisting the creative team in designing digital multimedia to be used during the Christmas season. I created a 3D animated video of the Smile TV logo that served as the holiday's teaser.

- **I AD (2017):** *Advertising and marketing company/ Kousba-Lebanon*
  A one-month internship that mainly concentrated on motion graphics and photography. I designed an animated infographic video highlighting the company's services (graphics creation and animation). I also assisted in fashion photoshoots that the company held for its clients. My photos were used for catalogs, banners, and social media posts.

- **Maze Solutions (2016):** *Web design and online marketing company/ Kaslik-Lebanon*:
  One-month internship hosted in more than one section. I mainly developed the concept of creating cartoon characters representing every employee. These characters were embedded in an online game depicting the company's timeline to celebrate its 10th anniversary. (http://10.maze.solutions/)

> LEADERSHIP (2015-2017)

President of UOB Photography Club (2015-2017) at the University of Balamand-Lebanon

For two years in a row, I was elected president of the photography club at the University of Balamand. I focused on coming up with innovative ideas to create an environment of learning, fun, and creativity.

KEY RESPONSIBILITIES:

- Plan creative photography workshops in collaboration with professional photographers and artists (Fashion, Night, fireworks, light Photography)
- Keep up-to-date with the latest photography competitions and events held in Lebanon and proceed with the participation process and follow up
- Brainstorm with club members to create eye-catching booths to participate in the university's events
- Collaborate with other club presidents to plan joint events and cover their events
- Cooperate with the office of student affairs to assign club members to cover their events
- Assist club members in setting up their cameras and learning photography tips

⭐ AWARDS

- The Club President award (2017)
- Most Outstanding Club of the Year (2016)
- Community Award (2016)

> PART TIME JOB (2014-2017)

Project-based Photography assistant focusing on gaining knowledge and experience in the production and photography fields through assisting in documentaries with different purposes and orientations.

TRAININGS & CONFRENCES

- MENA Games Conference-Beirut *(2016)*
- Master Class with Bill Plympton *(2015)*
- Mosaic production *(2012)*