



THEODORA MELKI

DIGITAL ARTS INSTRUCTOR

& LEAD DIGITAL DESIGNER

CONTACT

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PORTFOLIO

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LinkedIn: Theodora Melki

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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).

ABOUT ME

Creative and ambitious Lead Digital Designer and University Instructor with experience in UI/UX design, computer graphics, multimedia, and digital arts. Driven by a belief in the positive influence of art and design on people's lives and businesses, I create and manage impactful visual work and inspiring courses that merge creativity with purpose.

EDUCATION

Master of Arts (with merit): Digital Design and Interactive Applications

2017-2019: Joint Diploma: Middlesex University/ AKTo College, 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: Académie Libanaise des Beaux Arts - 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

> LEAD FREELANCE DIGITAL DESIGNER (2020-PRESENT)

The role involves managing all stages of the design process, from research and ideation to final execution. I collaborate with clients and cross-functional teams of designers, developers, and marketing specialists to deliver creative solutions that meet objectives and deadlines.

CLIENTS I WORKED WITH:



KEY RESPONSIBILITIES:

- Conduct research activities based on project requirements
- Present design concepts, proposals, and recommendations to clients based on research findings
- Stay current with emerging trends, technologies, and design practices
- 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
- Oversee project schedules, timelines, and budgets.
- Handle multiple projects simultaneously while meeting quality standards and deadlines.

> PART-TIME DIGITAL ARTS INSTRUCTOR (2023-2024)

Académie Libanaise des Beaux Arts - University of Balamand,

Teach foundational digital design and photography courses to first-year students, focusing on the creative and technical use of cameras and the Adobe Creative Suite.

KEY RESPONSIBILITIES:

- Instruct students in Adobe Photoshop, Illustrator, InDesign, After Effects and Premiere building strong digital art fundamentals.
- Teach photography principles, composition, and project development from concept to final presentation.
- Guide students through practical design projects to apply theory and develop creative confidence.
- Support portfolio preparation and introduce professional design workflows and tools.
- Introduce market needs to help students build a strong understanding of the field and its professional expectations.

SOFTWARES

Ai

Illustrator

Ps

Photoshop

Lr

Lightroom

Ae

After Effects

In

InDesign

Pr

Premiere

W

Wordpress

F

Figma

Xd

Adobe XD

3

3DS Max

M

Maya

U

Unity 3D

365

Microsoft 365

G

GSuite

AI

AI Generative
Tools

COMPETENCIES

- Commitment
- Leadership
- Integrity
- Team Work
- Creativity
- Team Coordination
- Communication
- Organization
- Strategic Thinking
- Mentorship

INTERESTS



EXPERIENCE (Continued)

> FREELANCE DIGITAL DESIGNER (2017-2020)

Create visual identities and marketing materials for local and international clients, offering services in web design, motion graphics, branding, illustration, 3D design, and photo/video.

CLIENTS I WORKED WITH:



KEY RESPONSIBILITIES:

- Develop creative concepts tailored to client needs.
- Design impactful visuals for digital and print media.
- Collaborate with clients to refine designs through feedback and revisions.
- Ensure brand consistency and deliver high-quality results across all platforms.
- Manage multiple projects, timelines, and client communications independently.

> PERSONAL INITIATIVE (2020)

During the 2020 pandemic, I created CoronAvider, a kid-friendly mobile game promoting hygiene awareness, and the Instagram page @covid_19_dailies, featuring my illustrations.

PROJECT FEATURED ON



KEY RESPONSIBILITIES:

- Designed characters, illustrations, and game assets.
- Developed the game's rules, story, settings, and props.
- Collaborated with developers to oversee the production process.

> INTERNSHIPS (2016-2018)

• SIMLE TV (2018): TV channel for kids/ Athens-Greece

A one-month internship where I assisted the creative team in designing Christmas themed digital media and created a 3D animated Smile TV logo as the holiday teaser.

• I AD (2017): Advertising and marketing company/ Kousba-Lebanon

One-month internship in motion graphics and photography where I produced animated infographics and assisted in fashion shoots.

• WE ARE MAZE (2016): Web design and online marketing company/ Kaslik-Lebanon:

During a one-month cross-department internship, I created cartoon characters depicting each employee for an online game celebrating the company's 10th anniversary.

> LEADERSHIP (2015-2017)

For two consecutive years, I served as president of the University of Balamand's photography club, fostering a creative and engaging learning environment.

KEY RESPONSIBILITIES:

- Planned creative photography workshops with professionals.
- Coordinated participation in national competitions
- Collaborated with club members to design event booths.
- Worked with other clubs and the Office of Student Affairs to cover events, while mentoring members on camera setup and photography techniques.

★ AWARDS

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

TRAININGS & CONFERENCES

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