

THEODORA MELKI

LEAD DIGITAL DESIGNER &
DIGITAL ARTS INSTRUCTOR

CONTACT

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melki.dora@gmail.com

Lebanon (Open to Remote / Relocation).

French Visa Type D

PORTFOLIO

www.theodoramelki.com

LinkedIn: Theodora Melki

LANGUAGE

Arabic ⟶ Mother Tongue

French ⟶ Full Proficiency

English ⟶ Full Proficiency

Greek ⟶ Basic Speaking & writing

CERTIFICATIONS

- Generative AI Leader Certification *(In Progress)*
- Fundamentals of Digital Marketing Google Skills

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 10+ years of 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 DIGITAL DESIGNER | DESIGN MANAGER (2020-PRESENT)

Freelance at Theodora Digital Concept

- Oversee the end-to-end design process, from research and ideation to concept development, prototyping, and final execution.
- Deliver creative solutions for international clients across 6 countries and 7+ industries.
- Manage 15+ design projects annually, handling multiple assignments simultaneously while ensuring quality and timely delivery.
- Collaborate with cross-functional teams of designers, developers, and marketing specialists to execute projects aligned with client objectives.
- Develop solid design plans, concepts, and prototypes (digital, print, social, and video)
- Coordinate client feedback and revision cycles, ensuring effective communication and implementation of design modifications
- Monitor project schedules, timelines, and budgets from initial briefing to final delivery.

CLIENTS I WORKED WITH:

avionica · BLOCKREADY · nespoli · CEDAR GATE FUND · AITROBOTICS

> 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 university students, combining creative development and technical instruction.

KEY RESPONSIBILITIES:

- Deliver practical instruction in 5 Adobe applications: Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro, developing students' technical proficiency and digital design capabilities.
- Teach photography principles, composition, visual storytelling, and project development from initial concept to final presentation.
- Develop and guide practical design projects across 4+ courses, encouraging students to apply theoretical knowledge and strengthen their creative skills.
- Mentor 40+ students in portfolio development, introducing professional design workflows, tools, and presentation techniques.
- Integrate current industry trends and market expectations into coursework to prepare students for professional design environments.

SOFTWARES

Illustrator · Photoshop · Lightroom
After Effects · InDesign · Premiere Pro
Wordpress · Figma · Adobe XD
3DS Max · Maya · Unity 3D
Microsoft 365 · GSuite · Canva
Gemini · ChatGPT-Sora · Magnific
Midjourney · Firefly · Claude

CORE EXPERTISE

Design Management & Creative Leadership

Digital Design & Visual Communication

Design Education & Academic Instruction

UI/UX Design & Web Design

Brand Identity & Art Direction

Creative Strategy & Concept Development

TRAININGS & CONFRENCES

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

EXPERIENCE (Continued)

> FREELANCE DIGITAL DESIGNER (2016-PRESENT)

- Delivered creative solutions for 30+ clients across local and international markets.
- Developed 20+ brand identities, including visual systems, logos, brand guidelines, and marketing materials.
- Designed and delivered digital and print assets, including websites, 2D illustrations and 3D materials.
- Developed creative concepts and design strategies tailored to client requirements, target audiences, and business objectives.
- Collaborated with clients to refine designs through feedback and revisions.
- Maintained brand consistency across platforms, ensuring cohesive visual communication and high-quality deliverables.
- Independently managed multiple projects, timelines, and client communications.

CLIENTS I WORKED WITH:

KAF ART GALLERY · NORTHTELECOM · devtech.pro

> PERSONAL INTIATIVE (2020)

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

PROJECT FEATURED ON

mtv · OTV · الشباب AL SHABAB · kpn

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)*