

CHARBEL EFREM

GRAPHIC DESIGNER / ART DIRECTOR

Jounieh, Lebanon / +961 76 521 572 / Fremcharbel71@gmail.com / behance.net/charbel_Efrem
/ linkedin.com/in/charbel-efrem

▲ PROFILE

Graphic designer with agency experience developing campaigns, visual identities and multichannel brand communications for leading Saudi accounts. Experienced across concept development, art direction, key visuals, social, digital and environmental design, with a strong focus on culturally relevant visual storytelling and high-quality execution.

▲ EXPERIENCE

Dentsu

DEC 2025 – PRESENT

Graphic Designer · Lead accounts: KAEC (King Abdullah Economic City), MG Motors Saudi

- ▲ Manage day-to-day creative design and visual development across social, digital campaigns, branded content, presentations, environmental graphics and customer-facing touchpoints.
- ▲ Develop campaign key visuals and extend them into cohesive multichannel systems, holding brand consistency, visual hierarchy and production quality across every format.
- ▲ Contribute to concept development, art direction and visual exploration, translating briefs into distinctive, culturally relevant solutions for the Saudi market.
- ▲ Create and refine lifestyle, automotive and brand imagery through design, retouching, compositing and AI-assisted visual development.
- ▲ Collaborate with creative, strategy and account teams to develop directions, respond to client feedback and deliver high-volume work to agency timelines.
- ▲ Support additional regional accounts and pitches including Bupa Arabia, Qiddiya, Mazda Saudi, IMO and HungerStation.

Holcom ITG

MAR 2025 – MAY 2025

Junior Graphic Design Specialist

- ▲ Designed and maintained visual identities and brand guidelines across multiple Holcom ITG companies, ensuring consistency across digital, print and corporate materials.
- ▲ Created high-volume social content for 460 eStore, MPS, MES, TSI and Absega — daily posts, campaign visuals, event assets and LinkedIn/Instagram content.
- ▲ Developed branded presentations, business cards and internal communication materials, proposing fresh visual directions aligned to each brand.
- ▲ Managed multiple projects to tight deadlines alongside senior designers and marketing teams.

▲ EDUCATION

Holy Spirit University of Kaslik (USEK)

2021 – 2024

BA Graphic & Advertising Design · Graduated with Honors

- ▲ Final project — **Egger & Douaihy: Sustainability Meets Functional Minimalism**. A full brand identity, guideline system and launch campaign, presented to company management alongside deans from LAU, AUB and USEK.

▲ ACCOUNTS

- Mazda Saudi
- KAEC
- HungerStation
- MG Motors Saudi
- Bupa Arabia
- Misk Foundation

▲ CAPABILITIES

DESIGN

Art direction · Branding · Campaign design · Typography · Layout · Visual storytelling · Social media · Environmental · UI/UX

TOOLS

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- AFTER EFFECTS
- FIGMA
- CANVA
- MICROSOFT 365
- MIDJOURNEY

STRENGTHS

Communication · Problem solving · Critical thinking · Time management · Creativity · Collaboration

▲ LANGUAGES

ARABIC

Native

ENGLISH

Fluent

▲ RECOGNITION

Fabriano Liban Art Competition

Second Place · 2018

AUB MOOC — Digital & Social Skills

Certificate · 2019