



salah
rajab

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Branding &
Packaging Design

Experience

06/2011 – 06/2012

Berard Associates, Designer

Assisted in implementing and developing creative direction, translated marketing objects into creative strategies, managed client relations and projects, prepared artwork mechanicals

02/2011 – 05/2011

Lukasiewicz Design, Freelance Designer

Utilized working knowledge of surface techniques in projects, prepared finished comprehensives and client presentations, rendered fragrance bottles, cartons and gift sets

February 2010

PEPSI Innovation Summit with Now Plus One, Illustrator

Illustrated concepts collected during an innovative summit where Pepsi executives brainstormed the future of Pepsi Max.

11/2008 – 02/2009

The Sultan Center (Kuwait City, Kuwait), Freelance Designer

Designed PoP panels for mall shops, supervised PoP installation, performed an internal/external company SWOT analysis

01/2007 – 05/2007

This Old House Magazine, Intern

Researched and edited story photography, sourced photographers, stylists, and lifestyle models

Education

08/2009 – 05/2011

Fashion Institute of Technology SUNY

Packaging Design – Bachelor of Fine Arts

08/2008 – 05/2009

Communication Design – Associate of Applied Sciences

Awards

03/2012

The Dieline

Featured on The Dieline

09/2009

Independent Cosmetic Manufacturers & Distributors

Ranked finalist in design competition

02/2010

Paperboard Packaging Alliance Student Design Challenge

Honorable mention

2008-2011

FIT Dean's List

Activities/ Skills

05/2009 – 05/2011

FIT Residential Life, Resident Assistant

Managed student crisis and conflicts, created and implemented educational, social and recreational programs

Adobe Illustrator, InDesign & Photoshop CS5, Lightroom, Microsoft Office, proficient in English and Arabic, actor / singer / songwriter