

# Firas Moussa

Graphic Designer

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## PROFILE SUMMARY

With over four years of dedicated experience in the dynamic field of graphic web design and animation, I have had the privilege of crafting creative solutions that bring visual stories to life. My portfolio proudly boasts an impressive track record of over 50 successfully completed projects, showcasing a diverse range of design and animation work. I have collaborated with a multitude of clients, spanning various industries, and have had the honor of working alongside more than 10 reputable agencies.

## SKILLS

### PROFESSIONAL SKILLS

Critical Thinking | Presentation Skills | Team Leadership  
Excellent Communication | Public Speaking | Decision Making | Project Management  
Process Improvement | Emotional Intelligence

### TECHNICAL SKILLS

Photoshop | HTML & CSS | After Effects | Adobe XD | Figma | Cinema 4D | Adobe Suite

## WORK EXPERIENCE

### Graphic Designer

A2Z MEDIA | Qatar | January 2023 – October 2023

- Worked closely with 14 different brands.
- Executed several successful media campaigns.
- In an ever-evolving digital landscape, I demonstrated a proactive approach to keeping up with the latest design trends and technologies.

### Graphic Designer

Beirut in | Lebanon | Sep 2020 - Present

- creating and executing successful social media campaigns for various clients.
- Successfully managed and delivered over 20 design projects with an average client satisfaction rate of 95%.

### Graphic Designer/ Web Designer

Primo car canada | Canada | Jan 2021 – Sep 2021

- successfully redesigned the company logo, business cards, and promotional materials, giving the business a modern and professional image.
- led the redesign of the company's website, focusing on improving user experience and functionality.

### Graphic/ Web Designer

Ojamie Jewellery | Australia | Oct 2020 - Present

- Edited and refined 1000+ jewelry images to compel clients and compete with bigger brands.
- were responsible for designing and implementing various digital marketing campaigns.
- Implemented SEO Strategies for Higher Search Engine Rankings
- took the initiative to create a visually appealing and user-friendly website.

### Graphic Designer/ Social media manager

Michael Garden | Lebanon | Nov 2022 - Present

- As the Social Media Manager, I am responsible for developing and executing the social media strategy for Michael Garden.
- Helped cover 50+ weddings and events through social media.
- designing marketing materials, product images, event posters, and social media visuals.

### Operation Manager / Social media manager

The O Club | Lebanon | April 2016 - Present

- Seamless execution of various events. Including successfully coordinating and managing large-scale events, such as conferences, corporate gatherings.
- developed and implemented a comprehensive digital marketing strategy. Your accomplishments in this role included significantly increasing the company's online presence and engagement.
- Enhancing brand image, through social media content design and redesigning the company's website.

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## ACHIEVEMENTS & VOLUNTEER EXPERIENCE

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### HONORS

Recognition From the EU Ambassador in Lebanon "Christina Lassen" for youth leadership role

2019

### VOLUNTEER EXPERIENCE

Youth Representative | World Vision under the EU Council and Madad Project "Youth Resolve"

2017 - 2020

### VOLUNTEER EXPERIENCE

Vice president | "My Community", an NGO Working towards sustainable development in Lebanon.

2020 - Present

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## PROJECTS

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### Rootnote

Founding member of the musical group "Rootnote", focus to gather Lebanese talents and provide live music entertainment for various events and festivals.

2018 - Present

### The Order

Founding member at the order, an online business that promotes Lebanese homemade products, and empower women that produce Lebanese Mouneh by selling their products.

2020 - 2022

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## EDUCATION

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High School Diploma | Sin El Fil First High School

2014

Music Theory & Guitar | Lebanese National Higher Conservatory of Music

2011 - 2016

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## PROFESSIONAL DEVELOPMENT

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### Social Media Marketing

Escils, Udemy

2019

### Facebook Campaign Structure

Escils, Udemy

2021

### How to select marketing objectives along with sales Funnels

Escils, Udemy

2021

### Fundamental Of Graphic Design

Coursera

2021

### Soft Skills

The O Club

2017