

# Paola Antoun

Graphic Designer

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## Professional summary

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Graphic Designer with over three years of experience in brand development and digital marketing, excelling in creating engaging visual content and effective social media strategies. Proficient in Adobe Creative Suite and Figma, with a keen eye for detail and a strong ability to design cohesive brand identities. Passionate about integrating cutting-edge design trends to drive measurable results and enhance client engagement across digital platforms.

## Skills

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Adobe Creative Suite (*Expert*), Figma (*Experienced*), Typography and Layout Design, Prototyping and Wireframing, UI/UX Design Principles, Brand identity design, Brand Strategy and Concept Development, Visual Identity Systems, Storytelling and Market Research, Client Collaboration and Presentation, Content Creation and Social Media Design, Audience Analysis and Market Trend Awareness, Project Management, Customer Experience Understanding, Visual Merchandising Knowledge, Brand Presentation and Storytelling, Attention to Detail and Problem-Solving, Multilingual.

## Employment history

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### Freelance Graphic Designer, 2022

*Various Clients, Beirut, Lebanon*

- Expanded Client Portfolio: Spearheaded strategic design initiatives that resulted in consistent client acquisition and retention, contributing to sustainable business growth. Successfully expanded the client base by identifying emerging market opportunities and tailoring design strategies to meet specific client needs.
- Client Collaboration Excellence: Fostered strong client relationships through proactive communication and collaboration, effectively translating complex concepts into visually compelling designs that align with business objectives and resonate with target audiences
- Project Lifecycle Management: Managed end-to-end project workflows, from initial client negotiations and scope definition to final delivery. Streamlined processes to ensure projects were completed on time and within budget, while exceeding quality expectations.
- Multitasking and Detail-Oriented Execution: Coordinated multiple concurrent projects under tight deadlines, consistently delivering high quality results by prioritizing tasks and maintaining rigorous attention to detail.
- Innovation and Trend Integration: Regularly researched and applied emerging design trends, tools, and technologies. Integrated innovative techniques to enhance the effectiveness and aesthetic appeal of client projects, staying ahead of industry standards

### Beauty Advisor, Oct 2022 - Jun 2023

*Sephora, San Francisco, USA*

- Personalized Beauty Consultations and Sales Growth: Delivered exceptional customer service by providing individualized beauty consultations, addressing unique customer needs and preferences. Consistently exceeded sales targets while building strong customer relationships that foster brand loyalty in a dynamic retail setting.
- Store Operations and Visual Merchandising: Enhanced store efficiency by maintaining pristine product displays that aligned with brand standards. Proactively managed inventory to ensure product availability, minimized waste, and supported seamless execution of promotional events and seasonal campaigns.
- Team Collaboration and Event Coordination: Played a pivotal role in cultivating a positive and productive team environment. Contributed to social media content creation and marketing efforts, amplifying brand visibility. Ensured the flawless organization and execution of special events, promotions, and in-store experiences, driving customer engagement and foot traffic.
- Commitment to Hygiene and Safety Standards: Upheld rigorous hygiene protocols and sampling policies, prioritizing customer safety and satisfaction. Ensured compliance with health standards, reinforcing trust and confidence in the shopping experience.
- Expertise in Brand and Product Knowledge: Utilized in-depth knowledge of brand offerings and product lines to deliver tailored beauty solutions. Advised customers on skincare regimens, makeup techniques, and fragrance selections, adapting recommendations to a diverse range of skin types, lifestyles, and preferences, ultimately enhancing the customer experience.

### Junior Graphic Designer, 2020 - 2021

*Michaelangelo Media Ltd, Lagos, Nigeria*

- Collaborative Campaign Development: Partnered with cross-functional teams to align creative concepts with marketing strategies, producing cohesive and impactful campaign materials.
- Brand Identity Management: Designed visual elements that strictly adhered to brand guidelines, ensuring consistency and strengthening brand identity across digital and print platforms.
- Workflow Optimization: Streamlined design processes, reducing turnaround times and improving efficiency without compromising quality, consistently meeting client expectations.
- Innovative Design Execution: Introduced fresh, trend-driven design concepts that enhanced brand perception and boosted audience engagement metrics

## Education

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### Certificate in UX & Visual Interface, Mar 2024 - Aug 2024

*University of Washington, Redmond, Washington*

### Minor in Computer Graphics & Interactive Media, Sep 2021 - May 2022

*Académie des Beaux-Arts, Al Koura, Lebanon*

### Minor in Graphic Design, Jan 2020 - Aug 2021

*Académie des Beaux-Arts, Al Koura, Lebanon*

### Bachelor of Arts in Mass Communication - Marketing and Advertisement Track, Sep 2015 - May 2018

*Balamand, Al Koura, Lebanon*

## Links

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LinkedIn: [www.linkedin.com](https://www.linkedin.com).