

Khodor Daher.

ART DIRECTOR

Say hello.

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About me.

With 15 years of experience, I'm a creative professional who blends artistic talent with an analytical eye and proficiency in programming languages. I translate data insights into visually impactful designs that resonate with audiences and achieve tangible results. I excel at leading teams, managing projects, and collaborating seamlessly with various stakeholders.

Professional Skills.

- Data-driven design:** Leverage user data and A/B testing to create engaging and impactful visuals.
- Strong visual design skills:** Develop high-quality designs across various mediums, from print to digital and interactive experiences.
- Project management:** Lead and manage teams effectively, adhering to budgets and deadlines.
- Web design & development:** Possess proficient understanding of HTML, CSS, and JavaScript.
- Collaboration:** Partner effectively with data analysts, developers, and marketing teams to translate data into actionable design solutions.
- Communication:** Articulate complex design concepts and data insights to both technical and non-technical audiences.
- Marketing & advertising:** Possess deep understanding of marketing principles to develop impactful campaigns.

Design & Multimedia Skills.

- Adobe Creative Suite(Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD)
- Infographics
- Quark Express
- Visual Design
- Microsoft Office
- Figma
- Web Design
- UX/UI Design
- Interactive Design
- Motion Graphics
- WordPress
- Photography

Data Analysis & Programming Skills:

- Python
- HTML/CSS
- SQL
- JavaScript

Experience.

Digital and Art Director

The LEE Experience Organization

Beirut, Lebanon
July 2021 - present

- Led a team of designers, video editors, and content creators to develop data-driven campaigns that achieved significant success for clients across various industries.
- Utilized A/B testing and user data analysis to optimize social media strategies and manage campaigns, resulting in demonstrably improved user engagement and conversion rates.
- Supervised the UI/UX design of a mobile app, collaborating with developers to ensure seamless implementation and a user-friendly experience that demonstrably improved user engagement.
- Designed and developed E-learning materials using Articulate Storyline 360, effectively translating complex information into captivating visuals that facilitated enhanced learning outcomes.
- Provided data-driven design workshops and training sessions to various teams, fostering a culture of data-informed decision making that empowered more effective design approaches.

D E S I G N I S T H E K E Y

FreeLance Art Director

2010 - present

- Design impactful visuals for marketing, data visualization, and branding projects.
- Collaborate with clients to translate concepts into compelling visual stories.
- Utilize programming skills to automate design workflows and enhance efficiency.
- Adapt design approach based on audience and project goals.
- Manage project budgets and ensure on-time delivery.

Graphic Designer

Presidency of Council of Ministers, Central Administration of Statistics

Beirut, Lebanon

January 2010 - present

- Integrated charts, graphs, and illustrations into statistical materials, ensuring clear and visually appealing representation of data, which significantly improved readability and comprehension.
- Played a key role in redesigning the company website, prioritizing user experience and accessibility based on data analysis, resulting in a more user-friendly and engaging experience.
- Created informational videos, utilizing data insights to craft effective narratives that resonated with viewers and led to a demonstrably increased viewership.

Graphic Designer

ACE Multimedia

Beirut, Lebanon

January 2009 - December, 2009

- Collaborated closely with clients to understand their business objectives and marketing goals, ensuring data-driven strategies informed design decisions.
- Estimated project timelines and provided quotes based on the design complexity and data integration requirements, contributing to efficient project management.
- Presented and conceptualized design solutions informed by data analysis, resulting in client satisfaction and demonstrably increased brand awareness.

Education.

Bachelor Degree in Graphic Design

American University of Science and Technology (AUST)

Beirut, Lebanon

2006 - 2009

Certificates.

Google Project Management Specialization

Google on Coursera | MAY 2024

Google Business Intelligence Specialization

Google on Coursera | JAN 2024

Google UX Design Specialization

Google on Coursera | FEB 2024

Google Digital Marketing & E-commerce Specialization

Google on Coursera | DEC 2023

Google Advanced Data Analytics Specialization

Google on Coursera | SEPT 2023

Animation and Design of Characters in After Effects

Domestika | SEPT 2022

Expressive Typography in Motion with After Effects

Domestika | SEPT 2022

Advanced AfterEffects

Domestika.org | MAR 2022

Certificate of successful Completion of the workshops:

- The fundamentals of digital photography.
- Hands-on advanced photography.

Nikon School of Lebanon | 2014

Languages.

- Arabic (Native, Fluent)
- English (Fluent Reading, Writing and Comprehension)

D E S I G N I S T H E K E Y