

# NAJIB ETEL

## GENERATIVE AI ART DIRECTOR & DESIGNER

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### PROFILE

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Art Director and Designer with 6+ years of experience building brand identities, campaigns, and visual systems across the MENA region, Gulf, USA, and Africa. I work at the intersection of traditional craft and emerging technology, using generative AI not as a shortcut, but as a primary creative medium. Currently completing a Master's in Digital Humanities and User Experience Design at Université Polytechnique Hauts-de-France, France.

### PROFESSIONAL EXPERIENCE

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#### Senior Art Director

Oct 2023 – Present

Nudge Communications, Beirut, Lebanon

- Lead creative direction across branding, advertising, and digital campaigns for a multi-client portfolio
- Drive concept development from strategy to execution, collaborating directly with clients and creative teams
- Integrate generative AI tools into production workflow, reducing iteration time while raising output quality
- Mentor junior designers and oversee quality across concurrent projects

#### Graphic Designer (Freelance, Remote)

Jun 2021 – Jan 2025

Webex Solutions, USA

- Delivered logos, websites, and marketing assets for a diverse client base across industries
- Managed consistent weekly output with zero missed deadlines across a 3+ year engagement
- Developed targeted visual content aligned with customer personas and brand positioning

#### Graphic Designer & Visual Artist

Oct 2022 – Jul 2023

Algooru, Riyadh, Saudi Arabia

- Produced animations, infographics, and digital assets at high volume without compromising craft
- Worked closely with copywriters and creative leads to maintain brand consistency across all touchpoints

#### Graphic Designer & Video Editor

Jul 2021 – Oct 2021

Massyve Tech, Beirut, Lebanon

- Designed brand identity assets and social content aligned with product positioning
- Edited promotional videos and campaign materials for marketing launches

## **Social Media Designer & Videographer** (Internship)

Apr 2021 – Jun 2021

Oxfam International, Beirut, Lebanon

Produced video content and social assets in support of humanitarian campaigns

Assisted with editorial planning and captured field visuals for international communications

## **Social Media Manager & Graphic Designer**

Jun 2020 – Apr 2021

MYOPTIC & MYLENS, Bekaa, Lebanon

Managed brand presence across all social platforms, driving a 45% increase in sales through targeted digital campaigns

Designed visual content, motion graphics, and campaign materials from concept to publish

## **EDUCATION**

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### **Master's in Digital Humanities & User Experience Design** (Expected 2027)

Université Polytechnique Hauts-de-France, France

### **Bachelor's in Advertising & Graphic Design**

Bac+3, recognized by the Lebanese Government

## **SKILLS**

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**AI & EMERGING TOOLS** Midjourney, Runway, Adobe Firefly, Magnific AI, Higgsfield, generative AI art direction

**DESIGN** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Canva

**LANGUAGES** Arabic (Native) · English (Fluent) · French (Fluent)