

00 961 03 55 31 30  
jo@nimslabs.com

September 12, 1981  
Lebanese - Male - Married

Beirut - Lebanon

**2020 Lebanese International University, LIU**  
Beirut Campus, Lebanon.  
Master of Education in Educational Management

**2003 Notre Dame University, NDU**  
Louaize, Lebanon.  
BA in graphic design / emphasis area moving image

**\_languages** Fluent in English, French, Arabic.

---

**Academic experience  
/Extracurricular**

14 years in academia, 2 universities,  
1 academic institute, multiple  
lectures and seminars.

Page 2

**Entrepreneurship  
/Social responsibility**

Co-founder of Onomatopoeia -  
The Music Hub. Curator of multiple  
social events.

Page 6

**Freelance  
/Personal studio**

15 years of Creative/Art Direction,  
studio founder, and consultant.

Page 3

**Computer literacy  
/Professional training**

Experience in wide array of  
software, professional gear and  
completed training.

Page 7

**Professional  
experience**

6 years of employment at a digital  
agency and a production house.

Page 5

**Hobbies  
/References**

Personal interests, hobbies and  
references.

Page 7

2020  
/present

**St. Joseph University (USJ)**  
www.usj.edu.lb

**Ecole supérieure d'ingénieurs de Beyrouth (ESIB)**  
Beirut - Lebanon

## Visiting Lecturer

\_courses

### Representing Architecture

Creating and art directing architectural presentation using digital transformation of computer-based and manual technical drawings.

2018  
/present

**Institute of Visual Communication (IVC)**  
www.institutevc.com

**The International University of Beirut (BIU)**  
Beirut - Lebanon

## Co-founder /Associate Director

The IVC provides an academic space for interdisciplinary research, studies and documentation around a wide array of subjects in arts and design. The institute also organizes complementary activities throughout the year, such as lectures, seminars and workshops along with specialized training programs.

\_lectures  
/seminars

### Politics of the Machine - Berlin 2021

Organiser / Steering committee  
April 2020 - Institute of Visual Communication.

### Politics of the Machine - Beirut 2019

Organiser / Steering committee  
April 2019 - Institute of Visual Communication.

### Beirut Mon Amour - Seminar

Organiser / Curator  
April 2017 - Institute of Visual Communication.

### Ux.Vd.Dev. Digital Design Symposium

Organiser / Moderator  
December 2017 - Institute of Visual Communication.

### Bilarabic - Animated Kufi workshop

Lecturer  
May 2016 - Lebanese International University.

### Beirut Influential Designers

Lecturer  
April 2016 - Lebanese University.

### Artists and Social Responsibility in Lebanon

Organiser  
January 2016 - Lebanese International University.

### TEDx LIU Beirut - A Musical Journey

Speaker / Assistant  
November 2015 - Lebanese International University.

### Appropriation - Summer seminar

Organiser / Lecturer  
New Media Formats & Responsive Design.  
July 2014 - Lebanese International University.

2006  
/present

**Lebanese International University (LIU)**  
www.liu.edu.lb

**Fine Arts and Design Department (FAD)**  
Beirut - Lebanon

\_2017  
/present

## Campus Coordinator for Graphic Design affairs /Full-time Instructor /Curriculum Advisor

\_2006  
/2017

## Part-time Instructor /Senior Advisor

\_courses  
/graphic design

### GDES270 Design Software I

A technical course covering essential computer-based design tools such as Adobe Photoshop and Adobe Illustrator.

### GDES370 Graphic Design Software II

A continuation of Software covering advanced knowledge in computer-based design such as Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

### GDES300 Typography I

Fundamentals of Latin typography and advanced typographic design.

### GDES350 Typography II & Art of Calligraphy

A continuation of Typography I with advanced typography skills and intense emphasis on Arabic calligraphy.

### GDES365 Illustration - Story Board

In-depth study around visual illustration, various methods, and mediums.

### GDES420 Web Page Design

Exploring web page architecture and design with software like Adobe Dreamweaver, Adobe Animate, Adobe XD, and CMS platforms.

### GDES480 Professional Practice

Portfolio preparation showcasing projects of the students' full academic journey. The course also covers work ethics, legality, and real-life graphic design practices.

### GDES395 Character Design

Exploring character design in various mediums along with a historical overview of characters in cultures, animated films, etc.

**GDES445 Graphic Design Studio III**

Advanced graphic design studio course where students conduct a full campaign of a real-life project using all the techniques, methods, and media to present his/her ideas. This campaign includes publications, print-based materials, and branding.

**GDES450 Advanced Animation a course**

Exploring advanced animation skills through a production pipeline covering various stages and mediums to complete an animated short.

**GDES440 Packaging**

Advanced exploration in three-dimensional projects and packaging including basic concept rendering, developing die-cut patterns, model making, and mock-up techniques, in both visual and verbal presentation skills.

**GDES495 Graphic Design Senior Project**

The final BA project preparation on topic of choice covering problematic or social approaches through graphic design.

**\_fine arts****ARTS260 Design Fundamentals - 2D**

Introducing design students to the basic elements of design, covering composition, colors, layout, balance, etc.

**ARTS270 Design Fundamentals - 3D**

Introducing principles of design with all the elements involved in developing projects in 3D such as Plasticine – cork plaster and metal.

**\_communication arts****COMM325 Animation Software**

A technical course covering various animation styles and techniques such as stop motion, motion graphics, art installation.

**COMM436 Advanced Video Animation**

Using software such as Dragonframe, Adobe Aftereffects, Adobe Premiere to create advanced video animation and video art.

**\_recent publications****Siri, Give Me Back my Eye:****From Audio Culture to Video and Back**

RE:SOUND 2019 – 8th International Conference on Media Art, Science, and Technology - Denmark.

**Media Augmentation in the Arab World: The Return of the Represse**

Politics of the Machine Art/Conflict Beirut 2019.

**freelance  
/personal studio**

**2005  
/present**

Founder of Nimslabs  
Multidisciplinary Design Laboratory

**nimslabs**  
Beirut - Lebanon  
www.nimslabs.com

**Founder /Creative Director****\_work instances (selection)  
/projects by clients****Politics of the machines 2018 - present**

International conference based in Copenhagen  
Art direction, full conference branding, logo design, corporate identity, poster, newsletter, name tags, tickets, motion graphics, website.

**Citerne Beirut 2018 - present**

Art direction, branding, logo design, poster, publications. t-shirts design, TV ads, promotional trailers, motion graphics, video editing, web consultancy.

**Metropolis Art Cinema - 2018**

Re-branding, corporate identity.

**International University in Beirut - 2018**

Branding, corporate identity.

**Institute of Visual Communication - 2017**

Branding, corporate identity, website.

**Cinematheque Beirut - 2018**

Branding, corporate identity, website design.

**Bipod 2010 - present**

Beirut International Platform of Dance  
Art direction, full Festival Branding, posters, brochures, TV promotional trailers, motion graphics, video editing, web consultancy.

**Onomatopoeia 2013 - 2019**

Corporate identity, poster design, social media consultancy, event management, publications.

**Irtijal Festival 2015 - present**

Website design, social media strategy, consultancy, marketing strategy.

**Hamazkaine Corporate Documentary 2016**

Visual effects, motion graphics.

**Baff 2015 -2016**

Beirut Art Film Festival  
Consultancy, social media strategy, content management.

**Edge NGO 2015**

Visual effects, motion graphics.

**Lebanon Wins The World Cup - film 2015**

Visual effects, animation.

**Ghassan Salhab - Director 2015**

Consultancy, social media strategy.

**Né a Beyrouth - Production House 2015**

Social media strategy.

**MetLife Insurance 2015**

Motion graphics, interactive presentation, layout design.

**Tanmia Documentary 2015**

Visual effects, motion graphics.

**Trad Hospital Documentary 2015**

Visual effects, motion graphics.

**Baytna Performance 2015**

Branding, performance trailer, filming, video editing, motion graphics.

**AUDI BANK CSR report 2014**

Art direction, publication, layout design.

**Sandmoon - Home (video clip) 2014**  
Visual effects, motion graphics.

**Domaine du comte 2011**  
Double versions website for mobile and desktop, consultancy.

**ICE international events 2011**  
Double versions website for mobile and desktop, consultancy.

**ETEC - corporate animation 2011**  
3 min corporate animation.  
Full portfolio, interactive presentation.

**Lakom al Karar 2011**  
Qatar foundation - TV program  
Motion Graphics.

**Project Qatar 2011**  
Doha Exhibition Centre  
30 sec. TV ad.

**Khair el Kalam 2010**  
Al Jazeera - TV program  
Motion Graphics.

**TGF 125 years Mercedes 2010**  
125 years mercedes event  
Art direction, video simulation 2 min.  
Interactive presentation, event branding.

**KSA border patrols 100 years 2010**  
100 years KSA border patrols event  
Art direction, video simulation 5 min.  
Interactive presentation, event branding.

**Qatar Street Football 2010**  
Part of Qatar bidding nation 2022  
Art direction, video simulation 5 min.  
Interactive presentation, event branding.

**MINI Cooper 2010**  
MINI car launching event at Beirut Art Centre  
Art direction, video simulation 5 min.  
Interactive presentation, event branding.

**Queen Rania Birthday 2010**  
Ceremony event Jordan.  
Interactive presentation, event branding.

**Maqamat Dance Company 2010 - Present**  
Branding, corporate identity, brochures, art direction, consultancy.

**Mahlaha Bladi 2009**  
Abu Dhabi TV - TV program  
Habillage, motion graphics.

**Star Zghar 2009**  
Abu Dhabi TV - TV program  
Habillage, motion graphics.

**Takween 2009**  
Publication, book design.

**Rotana TV 2008**  
Ghazl el Banat (candy girls)  
Branding, motion graphics, advertising campaign, website.

**Kunhadi NGO 2006-2008**  
Official website, billboards, brochures, TV ads,  
TV informative awareness campaign.

**Future TV 2008**  
Kalimat moutakatia'a  
Motion graphics, visual identity.

**MDS - Fosavance 2008**  
Product presentation and launching.

**Jordan International Film Festival 2008**  
Advertising campaign, sponsorship/project presentation.

**Sandra Chidiac 2007-2008**  
Digital portfolio, interactive presentation.

**Fromak, s.a.l. 2006-2008**  
Website.

**Fares Jammal 2005**  
Website, digital portfolio, interactive presentation, promenade exhibition branding.

**Ramy Ayach 2007**  
Artist website, album website.

**Majida el Roumi 2007**  
A legend reborn - Dubai  
Interactive presentation.

**Mae Allison 2007**  
Website.

**Elie Feghali 2007-2008**  
Website.

**Rola Saad 2005-2007**  
Branding, website.

**Aikidolb 2005-2007**  
Branding, website.

**Falafel 2007-2008**  
Film poster, website.

**Kouroum Bhamdoun 2005**  
Interactive presentation.

**Batroun municipality 2005-2008**  
Interactive presentation.

**Agency and Me 2005-2009**  
Website, digital presentations.

**UTN1 2008**  
International interviews - DVD authoring.

**The Lebanese Osteoporosis Society 2008**  
Annual dinner film, motion graphics.

**Taiga Club 2008**  
Short film, video editing, motion graphics.

**Omayma - MBC TV 2008**  
Visual identity, motion graphics.

**Gramercy UAE 2008**  
Website.

**Cynthia Baroud 2008**  
Website.

**Accent Design 2008**  
Company profile booklet, company portfolio catalogue, interactive portfolio.

**Mimosa Arawi 2007**  
The Third Rock, book cover - Annahar.

**Barcode LLC 2008**  
Website, interactive presentation portfolio.

**Catherine Moawad 2005-2008**  
Website.

**Green Wedge s.a.l 2005-2008**  
Website.

**Italian embassy in Beirut 2003**  
Photo shooting, digital restoration for 3 old buildings (Italian architecture), interactive presentations.

## Head of Post Production Department

Post production management, video editing, color correction, compositing / visual effects, motion graphics, audio recording / sound design, music composition and arrangement, web design / CMS management, wap portals design, advertising campaigns / visual communication, 3G mobile content.

### work instances \_cartoon series

#### **Mashi el Hay - The Jokes**

3D animated mobile jokes - 206 episodes  
Voice over recording, sound design, digital compositing, video editing, color correction.

#### **Mashi el Hay - Parodies**

Parodies - 3 episodes  
Voice over recording, sound design, digital compositing, video editing, color correction.

#### **Mashi el Hay - Pilot**

Pilot episode - 20 minutes.  
Voice over recording, sound design, digital compositing, video editing, color correction, DVD authoring.

### \_TV commercials

#### **Sanita - Gipsy**

TV commercial  
Sound design, video editing, color correction, compositing, DVD authoring.

#### **Kunhadi Youth Awareness Campaign**

TV commercial  
Motion graphics, sound design, video editing, color correction, compositing.

#### **Sanita - Tie Bag**

TV commercial  
Music composition, voice over recording, sound design, video editing, color correction, compositing.

#### **Kaval Kashkawan**

TV commercial  
Music composition, voice over recording, sound design, video editing, color correction, compositing, HD shooting, Visual effects supervision, keying.

### \_video clips

#### **Waad - Balak Maa Meen**

Video Clip  
Sound design, video editing, color correction, compositing, keying, visual effects.

#### **Ibrine Choir - Inni ajthou**

Video Clip  
Digital shooting, art direction, video editing, color correction, compositing.

### \_short films

#### **Annabelle**

Mip TV - Short movie  
Sound design, video editing, color correction, compositing.

#### **Chuckle**

Mip TV - Short movie  
Sound design, video editing, color correction, compositing.

#### **Beehive**

Mip TV - Short movie  
Sound design, video editing, color correction, compositing.

#### **Aspereagus**

Mip TV - Short movie  
Sound design, video editing, color correction, compositing.

### \_documentaries

#### **Kaval Kashkawan**

Documentary  
Music composition, voice over recording, sound design, video editing, color correction, motion graphics.

### \_web design

#### **Mashi el Hay - websites**

Web design and content management, mobile content.

#### **Noor Entertainment - website**

Web design and content management.

### \_advertising campaigns

#### **Mashi el Hay**

Advertising campaign - Jordan  
Brochure, flyers, billboard, posters.

#### **Kaval**

Advertising campaign - Lebanon  
Brochure, flyers, billboard, posters.

#### **Kunhadi**

Advertising campaign - Lebanon  
Brochure, flyers, billboard, posters.

2002  
/2004

**Paravision s.a.l.**  
Digital Agency  
Berytech - Lebanon  
www.paravision.org

## Creative Director

Team direction, leading visual communication team in Beirut, Dubai, Abu Dhabi and Bahrain.

work instances  
\_interactive disks

**Postcardigital product** - 14 interactive disks.  
**PCA s.a.l.** - 4 interactive disks.  
**Berytech Pôle Technologique** - interactive disks.  
**Annahar Newspaper** - interactive disks (70 years anniversary).  
**NSC s.a.l.** - interactive disks.  
**DAMCO s.a.l.** - interactive disks.  
**Aeolos s.a.l.** - interactive disks.  
**Metropolitan Palace Hotel** - interactive disks.  
**Astra Zenica** - interactive disks.  
**Microsoft (Your potential, our passion)** - interactive disks.  
**Europa (NBN)** - interactive disks.

\_web design

**Aeolos s.a.l.**  
**Metropolitan Discovery Par.**  
**Zeytouna**

**Vodafone Bahrain**  
**Charle Chlela**

\_advertising campaigns

**Annahar Newspaper**  
Annahar 70 years advertising campaign.

**Hard Rock Cafe Lebanon**  
Posters, flyers, promotional items.

**Microsoft**  
"Your Potential, Our Passion".  
Regional campaign application.

**Ministry of Tourism Lebanon**  
Publications, magazine ads.

**Club thermique** Posters, flyers.

\_photography / film

**Postcardigital product**  
Photo and video shooting all over Lebanese  
touristic sites, Dubai, Abu Dhabi and Bahrain.

**Ministry of Tourism - Guide to Lebanon**  
Photo and video shooting all over Lebanese  
touristic sites.

**Abu Dhabi Equestrian Club**  
360 images, photo and video shooting.

entrepreneurship  
/social responsibility

2013  
/2019

**Onomatopoeia - The Music Hub**  
Non-Profit Organization  
Beirut - Lebanon  
www.onomatopoeia.me

## Co-founder /Consultant /Curator /Board member

Onomatopoeia – The Music Hub is a Beirut based non-profit organization with an objective to spread music culture in society, making it more accessible to various individuals, by creating inspirational spaces and platforms for music related activities, and providing a wide variety of innovative programs and facilities. Its mission is based on motivating existing talents, and influencing and contributing to younger people's music skills and evolution.

curated projects  
\_music talks

**Program founder /Curator and director of more than 40 lectures including local and international musicologists in various spaces and local universities.**

"Music Talks" is a regular gathering which aims to simplify access to music information through a series of lectures. Hosted by a professional musician or lecturer, each gathering is oriented towards a specific topic, presented with proper media, visuals material and instruments.

\_in-house performances

**Curated and managed more than 300 performances with local and international artists.**

Twice a week on average, the in-house performance events insure a unique platform for communication between audience and performers, regardless of the latter's level of experience.

\_music skills  
development program

**Program advisor /Created program policies & teaching methodologies.**

Music Skills Development Program (MSDP) is a music exchange project devised to pave the way for high-caliber learning in today's changing landscape of music education.

## computer literacy

<a href="#">_imaging</a> <a href="#">/print</a>	Adobe Photoshop CC Adobe Illustrator CC Adobe In-Design CC	Aperture 3.6 Adobe Lightroom CC	Quark Xpress 2016 Fontlab 5
<a href="#">_video</a> <a href="#">/motion</a>	Final Cut Pro X 10.4 Motion 5 Compressor 4	Shake 4 Adobe Premiere Pro CC Adobe After Effect CC	Module 8 Resolume Arena 7 Dragonframe 3.0
<a href="#">_web</a> <a href="#">/user experience</a>	Figma Sketch Adobe XD CC	Adobe Animate CC Adobe Dreamweaver CC	
<a href="#">_audio</a> <a href="#">/sound</a>	Logic Pro X 10.5 Adobe Audition CC		
<a href="#">_CMS</a> <a href="#">/online portals</a>	Wordpress Drupal	Joomla cPanel	

## professional gear

<a href="#">_digital</a> <a href="#">/analogue photography</a>	Nikon F65, FM2. Nikon D7000, D2Xs, D200, D70s, D2Hs, D2X.	Nikon Coolpix 5400 with 360 adapter. Canon EOS-1Ds Mark II, 20Da, 5D.
<a href="#">_digital</a> <a href="#">/camcoders</a>	Canon XL2, XM2. Sony DCR-VX2100.	Various MiniDV, HI8, and HD handycams.
<a href="#">_audio</a> <a href="#">/video</a>	BlackMagic Decklink HD, HDlink, Multibridge. Apogee ROSETTA 800. Mackie Control Universal.	Focusrite Liquid Channel, Platinum pro ADC. dbx DriveRack® Studio Monitor Management. Motu Traveler.

## professional training

<a href="#">_video editing</a>	Final Cut Pro - Apple Pro Training workshop	Adobe Premiere Pro - Total Training workshop
<a href="#">_motion graphics</a>	Motion 2 - Apple Pro Training workshop	Adobe After Effect - Total Training workshop
<a href="#">_compositing</a>	Shake - Apple Pro Training workshop	
<a href="#">_sound design</a>	Logic Pro - Apple Pro Training workshop	Soundtrack Pro - Apple Pro Training workshop
<a href="#">_3D</a>	Maya - Gnomon Lectures - Training for artists.	

## hobbies /personal interests

<a href="#">_photography</a>	Analog and digital. (Experimental, photo journalism).
<a href="#">_reading</a>	Anthropology, history, sociology, design, arts, technology, politics, arabic poetry.
<a href="#">_sports</a>	Running, table tennis, hiking.
<a href="#">_music</a>	Self taught musicians, performed on piano, classical guitar, oud, cajun, DJ sets.

## references

### Hassan Choubassi

Associate Professor, Dean of Arts and Design.  
Lebanese International University - Beirut  
hassan.choubassi@liu.edu.lb

### Morten Søndergaard

Associate Professor, Faculty of Humanities.  
Aalborg University - Copenhagen  
mortenson@hum.aau.dk