

- Experience -

Creative Lead / Head of Department

The Online Project
January 2020 - Current

Duties include:

- Produce exceptional work.
- Manage the creative process from concept to implementation.
- Work closely with the creative department to train and guide subordinates.

Design & Brand Strategist

Studio Be

Aug 2019 - Current

Duties include:

- Develop positioning recommendations and define brand elements or tonality.
- Enhance the branding of a product or service.
- Develop market strategies and set future trends.
- Help give life to new brands through creating comprehensive design strategies.

Art Director / Creative Lead

Bidaya Corporate Communications - Project Based

June 2019 - July 2018

Responsible for the creative strategy and implementation of LTUC's advertising and marketing campaign.

Duties include:

- Understand the client, their strategy and brand guidelines.
- Work closely with the team to challenge their thoughts and create the best desired outcome.
- Develop, implement and integrate the best communication solutions.
- Art-direct & create the campaign's look & feel.
- Help form the skeleton and structure for copywriting.

Co-founder / Designer / Researcher

Sharek Bitbarek Initiative - Fighting Food waste

Sep 2018 - Current

Sharek Bitbarek is an initiative dedicated to fighting food waste through design, social impact & inclusion. We aspire to bring communities together and turn generations of 'food wasters' into better recyclers, using food waste as a stepping stone to create a new sustainability movement in Jordan.

Design Instructor

Studio Be

July 2018

Graphic Designer/ Art Director

J.Walter Thompson

November 2014 - April 2017

Duties include

- Create strong visual identities and 360-degree communication solutions; from strategic planning, conceptualizing and art directing, all the way to finalizing and production, in the form of integrated advertising campaigns, digital content and activation, for industries such as automotive, telecommunication, banking and real estate.
- Leadership & quality assurance.
- Stay on top of all trends and maintain best practices.

Co-Founder / Graphic Designer & Visual Artist

OCD House (Freelance Collective)

May 2013 - Current

OCD | House & Collective

Where aesthetic designs are communicated through an over-flow of creativity.

- The House is our playground; it is the canvas where we create and recreate ourselves every day, and it is there where we play our part towards a design-oriented Amman.
- The Collective plays a pivotal part of OCD by placing freelancers under one umbrella, to guide, teach, and equip them with the right tools and skill-sets.

Always looking for the silver lining.

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Sandra Sarkissian

Art Director, Creative Lead, Design Strategist

- Bio -

Middle East based designer, artist, part-time writer, and co-founder of OCD House; a freelancers' collective and creative space for design solutions.

Specialized in branding and creating visual identities that tell vivid and almost-perfect stories of a love-hate relationship between mind, city, type, design and matter. Currently focused on using design thinking tools to find pragmatic sustainable solutions.

Personal work examines cross-cultural differences, women rights and gender equality, and aims to celebrate "human connections" in all their forms.

- Volunteering -

Volunteer & Group Leader

In The Palace / Youth In Action

Balchik - Bulgaria

September 2015

The Contemporary Art Zone (CAZ)

Facilitate contemporary art workshops.

The Dissection of Democracy (DoD) Initiative

Raise awareness on cultural co-operation & education for human rights & democratic citizenship.

YEP (Youth Empowerment) Conference

Raise awareness on humanitarian issues in the Middle East & around the globe.

- Workshops -

May 2016

Designing for Mobile - D&AD

December 2016

Spatial Design Workshop - Design Institute Amman

Sep 2018

Mini Maker Diploma - Fab Lab

- Awards -

March 2016

Bronze - Dubai Lynx International Festival of Creativity

- Languages -

Arabic

Mother Tongue

English

Fluent

Armenian

Second Language