

# Sandra Sarkissian

Art Director, Creative Lead, Design Strategist

## - Experience -

**Creative Lead / Head of Department**

**The Online Project**

**January 2020 - June 2020**

Worked closely with the creative department to ensure that design and creative deliverables are aligned to client expectations, develop creative programs and concepts that meet marketing objectives, influence design-led thinking across the business, generate original and innovative ideas to push businesses forward, and implement best practice to improve efficiency of the design and creative department.

**Design & Brand Strategist**

**Studio Be**

**August 2019 - December 2019**

Developed comprehensive design strategies and positioning recommendations through identifying brand archetypes, elements, tone of voice and future trends, to enhance existing brands, products, and give life to new brands.

**Art Director / Creative Lead**

**Bidaya Corporate Communications - Project Based**

**June 2019 - July 2019**

Worked closely with the communications team to draft and implement the creative strategy of Luminus Technical University College's first official advertising and marketing campaign, compose advertorial content, and deliver visually compelling graphics across multiple channels.

**Co-founder / Designer / Researcher**

**Sharek Bitbarek Initiative - Fighting Food waste**

**September 2018 - September 2020**

Concept & prototype exhibited at Amman Design Week 2019. 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 - August 2018**

Developed design workshops to provide hands-on instruction to students through interactive sessions and collaborative assignments, using traditional techniques and the industry's popular softwares to push the students' limits and maximize learning.

**Graphic Designer/ Art Director**

**J.Walter Thompson**

**November 2014 - April 2017**

- Created 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.  
- Worked on award-winning projects and proactive ideas, maintained best practices and helped guide subordinates.

**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.

## - 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 2013

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 -

March 202

Food + Design workshop - Goethe Institut

Sep 2018

Mini Maker Diploma - FabLab

December 2016

Spatial Design Workshop - Design Institute Amman

May 2016

Designing for Mobile - D&AD

## - Awards -

March 2016

Bronze - Dubai Lynx International Festival of Creativity

## - Languages -

|               |         |                 |        |
|---------------|---------|-----------------|--------|
| Arabic        | English | Armenian        | German |
| Mother Tongue | Fluent  | Second Language | A2     |