



# Andrew Azar

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## Education

**Master in Fashion Marketing, Communication and Event Planning,**  
LCI Barcelona [↗](#)

2020 – 2021

- Brand DNA and strategy
- Branding and brand management
- Brand and customer experience
- Creative communication and direction

**Bachelor in Graphic Design and Advertising,**  
Alba (Lebanese Academy of Fine Arts) [↗](#)

2017 – 2020

- Graduated with honors

**French and Lebanese Bacallaureate: concentration in Literary,**  
Soeurs Des Saints Coeurs Sioufi

2017

- Graduated with honors

## Projects

**Editorial, Bachelor's Final Year Project**

2020

- Researched and gathered information on the main subject
- Created the editorial content based on my research
- Designed the editorial layout : Front and Back cover, sleeve and pages
- Built full fidelity prototype and assembled the book

**Rebranding, Lebanese Soap Brand**

2020

- Worked on revamping the branding and visual style guidelines through redesigning the logo
- Produced and designed marketing communication materials including : posters, booklets, displays and mockups

## Interests

Fashion Design, Travelling, Hiking, Snowboarding, Photography, Fashion Model

## Tools

Photoshop

Illustrator

InDesign

PowerPoint

Keynote

Adobe XD

Adobe Premiere Pro

## Languages

English



French



Arabic



Spanish



## Organisations

**IPSOS, Statistics Volunteer** [↗](#)

2020-08

Ipsos is a global leader in market research

- Estimated the explosion damages [↗](#)
- Part of the ground survey teams, I surveyed residents and collected data on buildings in the Beirut area

## Technical and Soft Skills

Creating Infographics • Team Player

Communication • Problem Solving • Organized