



Hello, I am

Lourica Halteh

Art Director

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I am an **American Citizen**, I was born in Lincoln, Nebraska but left with my family to Doha, Qatar after a year. I lived and worked in the Middle East for some years and now I am back in the United States.

Education

American University of Beirut June 2010

BFA (Bachelor in Fine Arts: Graphic Design)

The Graphic Design program at AUB comprised of a total of 139 credit hours over the course of four years. The final year was dedicated to the research and execution of the final design thesis and project.

Doha College, Qatar June 2004

AS Levels (in Biology, Business Studies & Photography)

The AS level qualification is a school leaving qualification offered by educational bodies in the United Kingdom and the British Crown dependencies to students completing secondary or pre-university education.

Internships

United Development Company 3 Months - 2010

Marketing Department

I worked with the internal marketing team by brainstorming on ideas for events and launches while also executing various design work as an inhouse graphic designer.

Leo Burnett, Beirut 2 Months - 2010

Creative Department

I worked with various teams on different accounts, mainly worked on Trident and helped the team brainstorm, execute and present to client.

Future Television, Beirut 3 Months - 2009

Animation Department

Spent 3 months learning how to create 2D animations using Toonboom software. Was also introduced to clay animation techniques.

Professional Skills

Adobe Creative Cloud:

Photoshop	90%
Illustrator	90%
InDesign	80%
Dreamweaver	40%
After Effects	60%

Other:

Illustration / Animation	60%
Film Editing	60%
HTML/CSS	40%

Work Experience

Publicis ME, Dubai 2014 Apr - 2015 June

Art Director

Worked on campaign strategies for clients such as Nestlé and Chrysler. Lead on art direction and strategy of fully integrated campaign for Nescafé in the MENA Region.

Leo Burnett, Beirut 2013 Apr - 2013 Oct

Art Director

Conceived and executed campaign strategies for clients such as Johnnie Walker, Lebanese water brand Sohat, P&G beauty brands, Trident, Lebanese wine brand Ksara. Supervised creative teams.

Leo Burnett, Beirut 2011 June - 2013 Apr

Junior Art Director

Conceived and executed campaigns and artwork for clients such as Lebanese winery Ksara, Lebanese water brand Sohat, Trident and many other local Lebanese businesses.

CDC, Doha, Qatar 2011 Jan - 2011 June

Marketing Communication Agent

CDC is a construction company in Doha. I acted as the company's marketing department dealing with everything from event planning to doing in-house graphic design work.

Little Genius Nursery, Qatar 2010 Dec - 2011 June

Marketing Advisor

When LGN opened in Doha I worked with them on all their branding, corporate identity and advertising. I worked on designs in-house as well as dealt with advertising agencies on the client side.

Personal Skills

Communication	85%
Creativity	90%
Team Player	100%
Commitment	100%
Dedication	100%

Achievements/Awards

Dubai Lynx 2011, 2014, 2015

- Silver - *Branded Content* - Ikigai - Nescafé - 2015
- Bronze - *Branded Content* - Ikigai - Nescafé - 2015
- Shortlist - *Brand Voice* - Ikigai - Nescafé - 2015
- Bronze - *Direct* - Believe it - LRS - 2014
- Bronze - *Outdoor (Ambient)* - Believe it - LRS - 2014
- Shortlist - *Media* - Believe it - LRS - 2014
- Bronze - *Radio* - Flavor you can't get rid of - Trident - 2011