

# LEEN NAFAA

Beirut, Lebanon | +96170444551 | [naffaaleen@gmail.com](mailto:naffaaleen@gmail.com) | <https://www.linkedin.com/in/leennaffaa/>

## EDUCATION

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Lebanese American University

Beirut, Lebanon

*Bachelor of Science*

June 2015

## EXPERIENCE

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Scholastic Inc.

New York, United States (Remote)

*Art Director, Storyvoice (Consultant)*

Nov 2022 - Present

- Art direct all aspects of design and image for Storyvoice, ensuring visual consistency and a compelling brand presence.
- Collaboratively contribute to the UI design efforts for all features of the Storyvoice platform, ensuring a seamless and intuitive interface in coordination with the team.
- Collaborate cross-departmentally at Scholastic, maintaining brand image and designing all assets for Storyvoice read-aloud shows, contributing to the success of the program.
- Maintain a comprehensive style guide, ensuring consistent and cohesive design across all Storyvoice materials.

Storyvoice

Beirut, Lebanon

*Co-founder, Lead Designer and Illustrator*

Jan 2018 - Nov 2022

- Managed all aspects of brand identity for the company's core product, including logo design, illustration library and brand guidelines, leading to a consistent brand image across all marketing materials and brand recognition.
- Lead all UI design efforts for the Storyvoice mobile app.
- Collaborate closely with the core team to develop and implement a comprehensive marketing and social media strategy design, resulting in the creation of one of the most successful social media post in the history of Scholastic Book Clubs.
- Collaborated with team to create impactful pitch decks that effectively communicated the value proposition of Storyvoice, contributing to its successful acquisition by Scholastic Inc.
- Managed user experience testing workshops with refugee students in Lebanon to help validate and develop Storyvoice's first version mobile app.

Blend Coffee

Beirut, Lebanon

*Brand Manager and Lead Designer*

Jan 2018 - Sep 2019

- Single-handedly crafted the complete brand identity and packaging materials for Blend coffee shop, driving the establishment of a highly recognizable brand in Lebanon and paving the way for its expansion into new cities across the MENA region.
- Presented marketing and brand material to be packaged across 4 branches in Lebanon and international shipping assets.
- Worked collaboratively with social media managers, photographers, videographers, architects, and the core team at Blend to seamlessly integrate the brand image of Blend into its interior design and social media presence, resulting in a cohesive and successful implementation.

The Farm Design

Beirut, Lebanon

*Creative Consultant*

Jan 2018 - Sep 2019

- Developed and created vibrant brand identities for playful brands such as ice-cream stands and organic food packages in Dubai and Lebanon.
- Developed wireframes and prototypes for mobile apps, presented and recycled feedback from clients.

**Leo Burnett**

**Beirut, Lebanon**

***Creative Consultant***

**March 2018 – May 2018**

- Worked alongside art and creative directors to research and storyboard for Cote d'or Chocolate Christmas campaign 2018.
- Worked on design, packaging and execution of the chocolate Christmas package and wooden train gift distributed across the MENA region.

**Humanitarian Innovation Lab (HiL)**

**Beirut, Lebanon**

***UI Designer & Illustrator***

**June 2017 – Dec 2017**

- Designed HiL branding materials as well as user interface requirements for all hil technologies.
- Utilized tools like Invision to rapidly prototype and test different application features with our end user groups.
- Played an intricate role in the design and development of the first ever chatbot and mobile application built for refugees in Lebanon.

**ourMena**

**Amman, Jordan & Beirut, Lebanon**

***Graphic Designer, Event & Social Media Designer***

**Dec 2016 – March 2017**

- Designed social media marketing campaigns that attracted a record number of hackathon participants in Amman and Beirut.
- Handled all key elements of the hackathon event, from branding, to marketing, and final execution.
- Developed the ourMENA brand from concept in partnership with Netherlands Embassy stakeholders.
- Organized the first ever diplohack in Lebanon and Jordan.

**UN Office for the Coordination of Humanitarian Affairs**

**Beirut, Lebanon**

***Graphic Designer***

**May 2016 – Dec 2016**

- Developed and executed the theme and structure of the UN World Humanitarian Day event in Beirut.
- Responsible for layout and design of UNOCHA reports and communication materials.
- Assisted analyst teams in developing compelling data visualizations.

## **WORKSHOPS**

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- 1:1: Children's Illustration Course, with Award-Winning Children's Book Illustrator Maya Fidawi, Beirut, Lebanon **2023**
- Technique and Mixed Media with Award-Winning Children's Book Illustrator Maya Fidawi, Beirut, Lebanon **2022**
- 1:1: Design Systems, Webflow, and Intro to Programming, Cyber Patio / Barcelona Spain (Online) **2022**
- Long Pose Drawing and Painting Course, Barcelona Academy of Art / Barcelona, Spain **2022**
- UI/UX Design Bootcamp, Barcelona Code School / Barcelona, Spain **2019**
- Character Design with Walt Disney Animation Studios Illustrator, Bill Schwab, La Galería Roja / Sevilla, Spain **2019**
- Character Design Workshop with Award-Winning Children's Book Illustrator Maya Fidawi, Beirut, Lebanon **2019**
- MiT Media Lab - Refugee Learning Accelerator / Amman, Jordan **2018**
- Pixar Animation and Story Telling Workshop (ING Dubai) by Animation Director Andrew Gordon / Dubai, UAE **2017**
- Clay Character Modeling by Mohamad Minkra / Beirut, Lebanon **2017**
- Introduction to Animation by Arab Arcade / Beirut, Lebanon **2016**
- After Effects/2D Animation by Hania Khoury / Beirut, Lebanon **2016**

- The Story Center: Arab Comics and Visual Story Telling by Lena Merhej / Beirut, Lebanon **2016**
- Arabic Calligraphy by Ghaleb Hawila / Beirut, Lebanon **2015**

## **PROGRAMS, AND SKILLS**

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- Adobe Suite Programs - Photoshop, Illustrator, InDesign, After Effects
- Procreate
- User Interface Programs: Figma, Sketch, Invision
- Graphic Design
- User Interface Design
- Website Design
- Visual Design through Storytelling
- Children's Illustration, digital and hand-drawn
- Storyboarding
- Packaging Design
- Branding
- Presentation design and delivery
- Story-based product promotion
- Design for Digital Promotion

## **LANGUAGES**

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- Arabic
- English