



Industrial Design
Products and Packaging

Identity management
Corporate & Product

3D Design
Modeling Rendering and Animation

Product Innovation
Brainstorming and conceptualization

Graphic Design
visual communication and PoP display

Interactive web and multimedia Design
Websites demos and flash Animations

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Research, design and materialisation of concepts, **innovating and giving you a competitive edge**, getting the right message through to the right people with the most efficient means,... my job is to bridge the gap between marketing and engineering, **creating successfull cost-efficient products, messages and environements**, based on social and technological evolution.

Turning ideas into projects, I can manage the whole design cycle delivering **Ready-to-Industrialize or production-ready products**, as well as intervene on specific aspects of a project such as styling research or communication consulting.

As a multi-cultural Lebanese Designer living in France, I have been working for more than 6 years with international clients on different types of projects. Listed here-under are some of my main direct clients and references. Other sub-contracting indirect references include non-exhaustively Tefal, Moulinex, SEB, Rowenta, Boulanger, NRJ, Trace TV, Mediastore, ...

Clients and references

CHANEL



Packard Bell



Valeo



Koobia



PSA PEUGEOT CITROËN



I.D. CONSEIL
INNOVATION - DEVELOPPEMENT



Glineur
Toutes les faces de la communication



Coheris Fdv



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Interactive Terminal and Point of Purchase Display Design

selection
observeurdesign06



Consumer Product innovation and Design
Industrial Design Management



Interior Design
planning decoration
and furniture Design



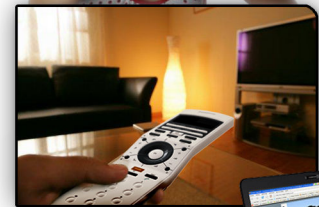
Paris
KooBia

3D Rendering and animation
Realistic rendering and
environnement integration



Packaging and identity Design
Brand positioning

Graphic Design
Creative Visual Communication



Web Design and Flash animation
Online and offline interaction

