



## **FARIS HABAYEB**

347.437.0990

fhabayeb@gmail.com

farishabayeb.com

### **AWARD-WINNING CREATIVE DIRECTOR | ART**

Faris is a creative expert who translates business objectives into passionate brand stories and strategic design solutions. Throughout his career, Faris has brought emerging consumer brands and advertising campaigns to life, in addition to launching award-winning creative that prompts conversation and sets brands apart from the competition.

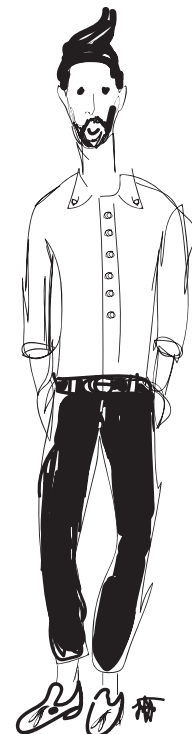
Faris has worked with clients like Bath and Body Works, Zocdoc, Food Network, Celgene, Beiersdorf, and Sanofi. His career spans working across a variety of design disciplines from higher education, healthcare, to publishing.

Art and copy fluent, Faris holds a bachelor's degree from Purdue and a master's from Columbia. A third culture kid, Faris was born and raised in the Gulf. He now calls Brooklyn home.

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### **AREAS OF EXPERTISE**

- Graphic Design
- Branding
- Strategic Art Direction
- Copywriting
- Typography
- Illustration
- Corporate Identity
- Concept Development
- Creative Activation
- Presentation
- Marketing & Communications
- CRM
- Advertising
- Healthcare & Wellness
- Team Building
- Team Leadership
- Project Management
- Conflict Resolution





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## EDUCATION

### **Columbia University**

M.S. | New York, NY

Negotiation &

Conflict Resolution, 2014

### **Purdue University**

B.A. | West Lafayette, IN

Visual Communications Design,  
Professional Writing, 2008

## LANGUAGES

Fluent in Arabic

Acquainted in French

## SOFTWARE

MAC/PC

Sketch

XD

InDesign

Illustrator

Photoshop

Microsoft Office

Slack

Teams

Squarespace

Wix

## ASSOCIATIONS

AIGA | NY

Type Directors Club

## ACCOLADES

**DTC Perspective Award**

**Disease Education | Digital, 2018**

**Shorty Awards | Health & Fitness**

**Winner | Social, 2017**

**Clio Awards | Brand Design**

**Winner | Product/Service, 2016**

## EXPERIENCE

### **Group Art Supervisor, Advertising & Marketing**

**Havas, New York, NY | August 2018 – Present**

- Represent agency at client meetings
- Bring strategic, big ideas to the table
- Manage workload to maximize art team productivity
- Direct photoshoots & ads for digital & print promotions
- Work seamlessly with Copy, Account, & Strategy departments
- Develop visual solutions for brands & new business opportunities

### **Senior Art Director, Oncology & Skincare**

**Evoke, New York, NY | January 2017 – August 2018**

- Partnered with copywriter to deliver cross-channel creative
- Defined stylistic direction for videos, websites, & patient starter kits
- Prepared & presented creative to clients
- Conceptualized campaigns for pitches & client concept reviews

### **Senior Designer, UX Design & Technology**

**Zocdoc, New York, NY | July 2015 – January 2017**

- Collaborated with engineers to develop best-in-class UX
- Developed award-winning 360° rebrand
- Teamed with Creative Director to concept, plan, & launch campaigns
- Copywriting for email marketing & social channels

### **Visual Design Manager, Marketing & Strategic Communications**

**Columbia University, New York, NY | July 2009 – July 2015**

- Creative direction for student-facing public health initiatives
- Managed design team, overseeing budget, timelines, & deadlines
- Developed cohesive visual systems for web, video, print, & social
- Designed interfaces for desktop & mobile apps
- Increased sales of dining plans by 17% with new campaign launch

### ***Promoted from Designer effective January 2012***

- Prepared wire frames for website redesign & mobile apps
- Managed brand identity standards for 14 departments
- Worked with production team to deliver high caliber of materials

### **Branding Creative, Design Studio**

**Girvin, New York, NY | October 2008 – May 2009**

- Established brand & style guidelines for a variety of brands
- Teamed with Creative Director & designers to craft unique identities
- Designed collateral from initiation to production: packaging and brochures for hospitality, beauty, & luxury clients

### **Graphic Designer, PR & Advertising**

**Ogilvy, New York, NY | May 2008 – October 2008**

- Designed graphics for social media, events, & new business
- Assisted with creative for T.J. Maxx & Food Network accounts
- Designed identity for COPD account & creative presentations