



FARIS HABAYEB

Award Winning Art Director | Associate Creative Director

Faris specializes in creating integrated art and copy that sparks conversation and sets brands apart from the competition. His work has been featured in Fast Company, The Dieline, Design Juices, and exhibitions abroad.

With more than 10 years of experience, Faris has worked with a range of clients across a variety of sectors. Possessing an agency and in-house skillset, Faris brings passionate problem solving and collaboration to any challenge that comes his way.

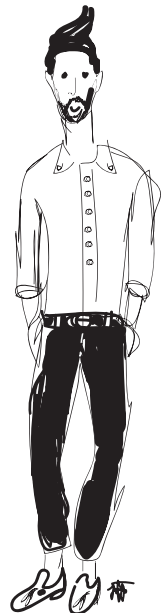
After successfully rebranding Zocdoc, Faris transitioned to Evoke Health, directing art creative for a +\$3M multiple myeloma account. Routinely producing creative solutions for business pitches, Faris recently helped the agency secure new clients.

Toggling between consumer and healthcare accounts, Faris happily designs around safety, regularly making guest star appearances helping out with the agency's Hepatitis C and IVF business. Currently, Faris is in the process of redesigning a website dedicated to a relapsing cancer treatment, along with building out a robust, creative CRM effort.

farishabayeb.com

AREAS OF EXPERTISE

- Graphic Design
- Healthcare Advertising
- Art Direction
- Interactive Direction
- Creative Strategy
- Corporate Identity
- Concept Development
- Typography
- Illustration
- Presentation
- Integrated Marketing
- Logo Design
- Copywriting
- Branding & Identity
- Marketing & Communications
- Project & Relationship Management
- Team Leadership
- Skilled Negotiation & Conflict Resolution





FARIS HABAYEB

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farishabayeb.com

EDUCATION

Columbia University, December 2014

New York, NY

Negotiation & Conflict Resolution, M.S.

Purdue University, May 2008

West Lafayette, IN

Visual Communications Design,

Professional Writing & Publishing, B.A.

LANGUAGES

Fluent in Arabic

Acquainted in French

Software

MAC/PC

Adobe Creative Suite

MailChimp

Facebook

Twitter

Litmus

Drupal

Wordpress

Keynote

Microsoft Office

JIRA

Basecamp

ASSOCIATIONS

AIGA | NY

Type Directors Club

ACCOLADES

DTC Perspective Award | Shortlist

Disease Education, Social/Digital, 2018

Shorty Awards | Winner

Health & Fitness, Social/Digital 2017

Clio Awards | Bronze Winner

Brand Design, Product/Service 2016

EXPERIENCE

Senior Art Director, Multiple Myeloma Business

Evoke Health, New York, NY | January 2017 – Present

- Team with copywriter to deliver cross-channel creative
- Develop stylistic direction for videos, campaigns, websites, & patient starter kits
- Prepare & present branded & unbranded creative to client
- Concept campaign ideas for pitches & client presentations

Senior Designer, UX Design & Technology

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

- Collaborated with engineers to develop best-in-class patient-centered design
- Developed new visual identity & new illustration style
- 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 creative team, overseeing timelines & deadlines
- Developed visual systems for web, video, print, & social
- Art directed photo shoots & videos for public service announcements
- Designed interfaces for desktop & mobile apps
- Increased sales of dining plans by 17% with launch of new campaign

Promoted from Designer effective January 2012

- Prepared wire frames for digital experiences
- Managed & supported University identity standards for 14 departments
- Worked with production team to maintain high caliber of printed materials

Freelance Art Director

West Lafayette, IN, New York, NY | December 2006 – Present

- Brand consulting & visual identity design for agencies & start-ups
- Copywriting for social, e-mail marketing, websites, & brand taglines

Creative

Girvin Inc., New York, NY | October 2008 – May 2009

- Executed print collateral from initiation to production: packaging, brochures, & catalogs for hospitality, luxury, & beauty clients
- Establish brand & style guidelines for a variety of clients
- Teamed with Art Director & designers to concept & craft visual identities

Graphic Designer

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

- Designed graphics for social channels, events, & new business
- Assisted with creative for T.J. Maxx & Food Network accounts
- Concepted creative for COPD account & pitch new business