



NADIA KHABBAZ, BRAND STRATEGIST & CREATIVE DIRECTOR

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AWARDS

2x Bronze Telly Awards | 2023
General Branded Content TV for Livley

Bronze Telly Awards | 2022
General Branded Content TV for Toyota

2x Gold Graphis Competitions Advertising Annual | 2022
Video Healthcare Category TV for Livley

Best Brand Identity | 2018
World MENA Union for BBAC

Adopt a Creative | 2016 – 2017
Leo Burnett MENA for Matter over Mind

Silver Dubai Lynx | 2016
DU Integrated Campaign Award for Dubai Cares

DIGITAL TOOLS

Design & Collaboration
Acrobat, Illustrator, Photoshop, InDesign, After Effects, Final Cut Pro, Frame.io, Glyphs, Figma, Sketch, Monday, Asana, Premiere, HubSpot, Shopify, Pics.io, Dimension, DAM, Discord

Office Tools
Slack, Keynote, Pages, Miro, Canvas

AI
Midjourney, OpenAI, Runway, Grock, DALL-E 2 and other AI companions

PROCESS SKILLS

Leadership, Project Management, Brand Strategy, Creative Direction, Art Direction, Campaign Development, Cross-Functional Collaboration, Visual Systems, Presentation Decks, Kickoffs and Briefings, A/B Testing, Layouts and Composition

LANGUAGES

English Fluent proficiency
Arabic Native proficiency
French Professional proficiency

EDUCATION

Master of Design (MDes) in Brand Design & Strategy | 2024 - 2025
Art Center College of Design, Pasadena, CA
Projects: [Amblin](#), [Láháb Holistic](#), and [KimChiChic Beauty](#)

Bachelor of Science (BS) in Graphic Design | 2011 - 2016
Lebanese American University, Byblos, Lebanon

PROFESSIONAL EXPERIENCE

Brand Strategist and Creative Director Consultant, Los Angeles, CA | 2015 – Present

Lead brand strategy and creative direction for brands including SuperMouth, Moonbug Entertainment (Cocomelon, Blippi, Little Baby Bum), Big Picture Group, and Gameworks. Oversee end-to-end creative development across packaging, campaigns, and digital experiences. Combine research, consumer insights, positioning frameworks, competitive analysis, and customer journey mapping to guide brand strategy translating insights into actionable creative direction that connects business goals with emotional resonance. Manage cross-functional teams to build cohesive brand stories and ensure consistent execution across every touchpoint.

Projects: [LivLuvDough](#), [Diabolo](#), and [Uoon](#)

Art Director, Davis Elen Advertising, Los Angeles, CA | Mar. 2020 – Apr. 2023

Served as Creative Lead for Lively, a Best Buy-owned wellness tech brand. Developed identity system built strategy, positioning, and visual direction to reflect the company's lifestyle and tech-forward ambitions. Oversaw campaign development across channels including TV, digital, social, and in-store. Led a team of designers, producers, and copywriters in executing cohesive creative work. Managed internal workflows, creative reviews, and client-facing presentations. Worked closely with HR to hire and mentor junior talent, building a nimble and high-performing in-house team.

Projects: [Lively Awareness](#) and [Lively Rebrand](#)

Senior Graphic Designer, 118 Advertising, Santa Monica, CA | Nov. 2018 – Dec. 2019

Led the creative execution of national campaigns across print, digital, and branded environments. Played a strategic role in evolving client identities through logo systems, campaign aesthetics, and user-first digital experiences. Directed photo shoots, managed vendor and freelancer relationships, and worked closely with strategists to ensure visual outputs aligned with business goals. Implemented UX and UI improvements across web platforms to enhance brand storytelling and performance.

Projects: [BodySpa](#).

Graphic Designer, M&C Saatchi MENA, Beirut, Lebanon | Jan. 2017 – June 2018

Designed immersive brand experiences for major clients in retail, automotive, luxury, and aviation sectors. Led visual merchandising, packaging design, and OOH campaigns, while working closely with internal creative directors and external production teams. Developed brand guidelines and identity systems tailored to retail environments across the MENA region, contributing to large-scale product rollouts and seasonal campaigns.

ONGOING LEARNING

Workshops

AIGA 2025, Quantum NFT 101, Screenwriting for TV, Comic Book Development, Refining Digital Media

Webinars

Designing Accessibility, Retail Design & Visual Merchandising, Short-Form Videos That Drive Sales, AI's Impact on Inbound Marketing, The Rise of Generation Alpha, Supercharge Your Data with AI, The Value of Hyper-Personalization, Cancel-Proof Your Brand in 2025