# Elie Aoun

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## SUMMARY

Dynamic Creative Designer and Branding Manager with over 15 years of experience creating impactful visual identities and brand strategies for global clients. Proven track record in leading cross-functional teams, managing large-scale branding projects, and delivering high-quality designs that drive engagement and visibility. Adept at working in fast-paced, multicultural environments, and skilled in aligning design with strategic business goals. Fluent in Arabic, English, and French, with a deep understanding of the cultural and market nuances in Saudi Arabia and the Middle East.

## PROFESSIONAL EXPERIENCE

**Branding and Wayfinding Manager - Jeddah** **Dec 2025 - Feb 2026**
Jeddah Formula-E Prix
For the second year in a row, crafted and elevated the event's identity, ensuring it resonated with attendees, sponsors, and partners. Managed visual designs, messaging, marketing materials, social media, and partnerships to create a cohesive, memorable brand experience, driving engagement and enhancing the event's success.

**Branding and Wayfinding Manager - Jeddah** **Nov 2025 - Dec 2025**
Next Gen ATP Finals
Led full event branding, ensuring a cohesive visual identity across all areas, while ensuring all deliverables meet the timeline and guidelines. Planned the wayfinding and signages that enhanced athletes and guests experience. Oversaw the production and installation of all branding materials, while ensuring brand visibility and consistency across all event zones.

**Branding and Wayfinding Manager - Riyadh** **Sep 2025 - Oct 2025**
WTA Finals
Led full event branding, ensuring a cohesive visual identity across all areas, while ensuring all deliverables meet the timeline and guidelines. Planned the wayfinding and signages that enhanced athletes and guests experience. Oversaw the production and installation of all branding materials, while ensuring brand visibility and consistency across all event zones.

**Branding and Wayfinding Manager / Graphic Designer - Doha** **May 2025 - Jun 2025**
Google Cloud Summit
Led end-to-end branding for a large-scale event, ensuring a cohesive visual identity across all media. Collaborated with teams and stakeholders to create compelling visuals that communicated complex cloud solutions in line with Google's brand. The event hosted 1,500 attendees, included 50 booths (Google and Partner), 4 main stages, 5 meeting rooms, and multiple interactive zones.

**Branding and Wayfinding Manager - Jeddah** **Dec 2024 - Feb 2025**
Jeddah Formula-E Prix
Crafted and elevated the event's identity, ensuring it resonated with attendees, sponsors, and partners. Managed visual designs, messaging, marketing materials, social media, and partnerships to create a cohesive, memorable brand experience, driving engagement and enhancing the event's success.

**Branding and Wayfinding Manager - Neom** **Sep 2024 - Dec 2024**
Neom Beach Games 2024
Awarded Best Event of 2023 for beach soccer, handled the design and branding for "The Hub," which featured four areas: Beach Soccer, FIBA 3x3, a fan zone, and an activations space. Each area had custom branding elements to ensure a cohesive brand experience throughout the venue.

**Branding and Wayfinding Manager - AlUla** **Apr 2024 - May 2024**
AlUla Camel Cup 2024
Developed a unique branding identity for the prestigious camel racing event, focusing on tradition and excitement while reflecting the distinctiveness of AlUla. Designed and managed the installation of design elements including signage, wayfinding, tents, and event materials. Worked closely with the Royal Commission for AlUla to ensure alignment with their vision for the event and its branding.

**Branding and Wayfinding Manager / Graphic Designer - Diriyah** **Dec 2023 - Mar 2024**
Diriyah Nights 2024
Led the branding strategy for a prestigious high-end event, designing event signage, hoardings, lightboxes, and uniform branding, ensuring a seamless integration of luxury and heritage elements. Delivered branding solutions for complex events, coordinating logistics and overseeing production for large-scale installations in multiple locations.

**Wayfinding and Signages Supervisor - Riyadh** **Nov 2023 - Dec 2023**
Saudi Games 2023
The second edition of the 'Saudi Games' involved 17 venues and 60+ sports competitions. I developed signage and wayfinding systems to help attendees navigate smoothly, including large road signs, medium-sized venue signs, and informational displays. This improved attendee flow, reduced confusion, and created an organized, positive atmosphere.

**Branding and Wayfinding Manager - Neom** **Sep 2023 - Nov 2023**
Neom Beach Games 2023
Elected "Best Event in 2023" for beach soccer worldwide, the "Neom Beach Games" is a premier sports event taking place in NEOM, KSA. Spearheaded the design and branding for the flagship event, responsible for creating a cohesive brand experience across four event zones, including Beach Soccer, FIBA 3x3, fan zones, and activation areas.

**Senior Graphic Designer - Tabuk** **May 2023 - Jul 2023**

Tabuk Camel Festival 2023

Created branding materials for the event, including signage, security tents, and crowd control barriers, ensuring cohesive branding across all festival touchpoints. Designed unique elements like parade carts and interactive displays that enhanced the event's visual appeal and storytelling.

**Branding and Wayfinding Manager / Graphic Designer - AlUla** **Jan 2023 - Mar 2023**

AlUla Camel Cup 2023

Developed a unique branding identity for the prestigious camel racing event, focusing on tradition and excitement while reflecting the distinctiveness of AlUla. Designed and managed the installation of design elements including signage, wayfinding, tents, and event materials. Worked closely with the Royal Commission for AlUla to ensure alignment with their vision for the event and its branding.

**Creative Designer - Beirut** **Dec 2012 - Aug 2023**

Alfa Telecommunications

Handled all design aspects, from concept to execution, including branding, slogans, and visual implementation. Managed internal communications and led external initiatives like event branding and social media campaigns. Created a new brand identity, redesigned the company image, and managed branding for events and CSR programs.

**Head Of Creative Department - Beirut** **May 2010 - Sep 2012**

Century Communications

Fostered teamwork within the creative department, encouraged open feedback, and collaborated on projects. I supervised the final artwork throughout production, ensuring quality before it was sent to print.

**Junior Art Director - Beirut** **Feb 2010 - Apr 2010**

Calcium Advertising

Established myself as a skilled graphic designer in advertising, managing campaigns for various accounts, particularly with the Abu Dhabi government. Focused on creating impactful visual communications that align with strategic goals and engage target audiences.

**Senior Graphic Designer- Beirut** **Apr 2007 - Jan 2010**

RightClick Advertising

While working part-time during my education, I demonstrated my skills as a designer, managing both large and medium accounts. This experience helped me enhance my design abilities and gain valuable advertising experience through small campaigns, contributing to my professional growth and industry readiness.

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## INTERESTS

Creative Problem Solving, Innovation and Design, Collaboration and Teamwork, Continuous Learning and Growth, Leadership and Mentorship, Communication and Storytelling, Sustainability and Social Impact, Technology and Innovation, Attention to Detail and Quality, Entrepreneurship and Innovation

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## SKILLS

Creative Direction & Brand Strategy
Multi-Platform Campaign Management
Leadership & Team Management
Project Management Tools
Client Relationship Management
Cross-Cultural Communication
Mac OS & Windows Proficiency
Adobe Suite

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## EDUCATION & CERTIFICATIONS

Bachelor of Graphic Design
Lebanese International University

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## LANGUAGES

Arabic - English - French
Native