

KARINE HAGGAG

Designer & Creative Specialist.



CAREER OBJECTIVE

Seeking a promising role at a reputable organisation within the creative field that offers me an engaging and collaborative environment where I can apply my skills and put my creative mind to work. I am hoping that my next position will be a step in leading me to my ultimate career goal as a creative director.

CONTACT & PORTFOLIO

Currently Based in Dubai, UAE

Phone

+971 507263644

Email

karinehaggag@gmail.com

Portfolio Website Link

EDUCATION

2022-2023

Master's Of Arts In Communication Design

Northumbria Univeristy

Score: Upper Second Class Honours

2017-2020

Bachelor Of Arts In Fine Arts

De Montfort University

Score: First Class High Honours

EXPERTISE

- **Branding & Identity Design**
- **Creative Strategy**
- **Experiential Design**
- **Written Communication & Presentation**

LANGUAGES

- **English**
- **Arabic**
- **French**

EXPERIENCE

07/2024 - PRESENT

Peach Society | Dubai, UAE

Creative Ideation Specialist

High-end events agency specialising in big-scale brand events and activations. In this role I am responsible for developing full-scale creative event and activation concepts as well as designing branded collateral for a variety of high-profile clients, spanning industries such as beauty, fashion, automotive, hospitality and real estate.

03/2024 - 03/2025

Honeypot Furniture | Remote Position

Branding Specialist, Creative Designer & Consultant

Online furniture business for which I have rebuilt their brand strategy and completely transformed their visual identity system in order to help further propel the brand into the market and creating a strong sense of recognition and appeal. Currently aiding in rolling out and launching the new brand on all platforms as well as designing and consulting on several creative touchpoints and content for the brand.

05/2023 - 09/2023

Will Bees Bespoke | Salcombe, Devon, United Kingdom

Brand Designer (Project / Research Study)

Collaborative project and research study conducted through Northumbria University, in collaboration with a local fashion and leather goods brand. Researching the mindset-behavior gap consumers hold in regards to sustainability in fashion and how branding plays a role in it. Exploring the influence of the accessible luxury market in promoting the appeal of sustainable fashion to younger consumers. Building a sub-brand for the business with an innovative identity that targets a new set of consumers and puts into motion the findings from the research.

04/2023 - 06/2023

Kids Kabin | Newcastle Upon Tyne, United Kingdom

Designer (Project / Internship)

Local children's charity for which I was in charge of designing several communications touchpoints including branded annual reports and data representations. Helped design & facilitate creative workshops to help children communicate their experience at the charity. Helped on site with children and staff.

03/2023 - 04/2023

Sopost | Newcastle Upon Tyne, United Kingdom

Designer (Project)

Collaborative project conducted through Northumbria University in collaboration with a tech company specializing in online product sampling services. Leveraging branding user interface to help the company transition from a B2B to a B2C model and creating brand recognition and a new relationship with users/consumers.

01/2021 - 03/2022

Aroma Productions | Cairo, Egypt

Creative Designer

Post-production and creative studio specializing in film and television projects. This was a remote position in which I was given simple graphic design tasks, practicing design software skills and helping create logos and other visuals.

07/2019 - 09/2019

Leo Burnett MEA | Cairo, Egypt

Creative Intern

Internship position at a global advertising agency in which I was given an introduction to the work style and pace of an agency environment and started building my skills in design software. My main task was generating creative visual concepts for advertising campaigns for big-name accounts and communication my ideas and visual compositions to more senior designers and art directors for feedback and approval.