



SHADI AL HROUB

**COMMUNICATION PROFESSIONAL
OF THE YEAR 2021**

**THE INTERNATIONAL
BUSINESS AWARDS®**

POPULAR DESIGNERS
MOST POPULAR DESIGNERS OF THE WORLD



Muse World Interview

HR Revolution Interview



AWARDS

BRANDING 2021
MUSE AWARDS - IAA | USA

MARKETING KIT 2020
STEVIE AWARDS | USA

INNOVATIVE BRANDING 2020
STEVIE AWARDS | USA

BRANDING 2020
MUSE AWARDS - IAA | USA

PACKAGING 2020
A' DESIGN AWARDS | ITALY

BRANDING 2019
GLOBAL TRENDS AWARDS | USA

COMMUNICATION OF THE YEAR 2019
STEVIE AWARDS | USA

BRANDING - THREE AWARDS- 2019
A' DESIGN AWARDS | ITALY

BRANDING 2017
SUMMIT AWARDS | USA

BRANDING 2017
A' DESIGN AWARDS | ITALY

BRANDING - TWO AWARDS - 2014
A' DESIGN AWARDS | ITALY

PHOTOGRAPHY 2012
PHOTOGRAPHY AWARDS | USA

CREATIVE CAMPAIGN 2011
GREEN DOT AWARDS | USA

POSTER DESIGN 2007
GULF PRINT, PANDAS | UAE

**DUBAI CULTURE & ARTS
AUTHORITY CERTIFIES
GOLDEN VISA | 10 YEARS**

15-06-2021

دبي
للثقافة Culture

EDUCATION

2015-2017

MA OF DESIGN - MIDDLE EAST UNIVERSITY

2015-COURSE

UNESCO - ATHABASCA UNIVERSITY
MEDIA AND INFORMATION LITERACY

2002-2006

GRAPHICS - PHILADELPHIA UNIVERSITY

EXPERIENCE

2018-PRESENT | GATE10 LLC

SR. CREATIVE DIRECTOR [OMAN]

Conceiving and implementing concepts, guidelines, and strategies in various creative projects and overseeing them to completion. Directing and motivating teams of art directors, illustrators, copywriters, etc. to help them use their talents effectively.

2016-2020 | EMPHNET (INGO)

CREATIVE CONSULTANT [JORDAN]

Collaborating with clients and other specialists, to provide expert advice on various projects. Identifying weaknesses in a campaign, design, or project, and suggesting improvements.

2017-2018 | MIDDLE EAST UNIVERSITY

FACULTY OF DESIGN [JORDAN]

Teaching students special topics such as creative thinking to thrive their need to be adaptable and flexible and prepared to face situations that they have never seen before. Managing and assist projects and workshops through the university campus. Research and develop design curriculum outcomes.

2018-60 DAYS | PEACEGEEKS

ARTIST IN RESIDENCE [JORDAN - CANADA]

An ongoing creative development programme with the local young community in Jordan through projects that focus on promoting good governance, strengthening refugee response, countering violent extremism, promoting gender equality, creating safer communities and responding to disaster.

2015-2018 | INTERNATIONAL TRADE CENTRE

COUNTRY ADVISOR [JORDAN - SWITZERLAND]

Defined with the SMEs the commercial and branding strategies. Working with local trade and investment support institutions to improve their trade and market intelligence-related portfolio of services. Developing new and innovative approaches to intelligence, including competitive intelligence.

ADOBE DESIGN ACHIEVEMENT AWARDS

LICENSES & CERTIFICATIONS

World Design Organization (WDO)® and
the World Packaging Organisation (WPO)
Sustainable Packaging Design

ITC SME TRADE ACADEMY
Innovating for Success: Entrepreneurs

ITC SME TRADE ACADEMY
Fashion Design for International Markets

COPY PRESS
Infographic Certified

ISPM
International Society of Manufacturers

IBSP
International Bureau of Service Providers

ICCI
International Council of Creative Industries

IDC
International Design Club

AIBA
International Alliance of Business Association

IAD
International Association of Designers

Maine SBDC
Project Management

Academy of Wealthy
Marketing

American University of Beirut, AUB
Developing Program and Learning Outcomes

PUBLICATIONS

CONFERENCE OF SOCIAL SCIENCES
Wiley Blackwell 2011

THEORY TO PRACTICE CONFERENCE
Cyprus University of Technology 2011

BOOK - AMAZON
The graphic Design in Media Conception

CULTURAL EXCHANGE EXHIBITION
Taiwan University 2020

BLACK BALLOON EXHIBITION
American University 2010

ENVIRONMENTAL EDUCATION
Hans Seidel Foundation 2008

INTERNATIONAL AIDS DAY
University of Jordan 2006

EXPERIENCE

2016-2017 | UNRWA
COMMUNICATION CONSULTANT [JORDAN]
Communicating and advocate special initiatives and events in
coordination with relevant programme departments, oversee
the planning, implementation and monitoring of programme
communication interventions at the Jordan Field Office.

2015-2016 | HILTON WORLDWIDE
CREATIVE CONSULTANT [JORDAN - USA]
Mentoring and advise a team of market unite to achieve new
levels of design sophistication and effectiveness. Develop and
adhere to an efficient creative process in order to meet short
term needs, without sacrificing quality.

2014 | LEO BURNETT
CREATIVE CONSULTANT [JORDAN]
Worked on Samsung account to develop fresh and unique
ideas frequently enrich unique creative campaigns, content
and promotional products.

2013-2014 | AMERICAN UNIVERSITY MADABA
FACULTY OF DESIGN [JORDAN]
Teaching students special topics such as branding, advertising,
and computer graphics. Managing and assist projects and
workshops through the university campus. Research and
develop design curriculum outcomes.

2009-2012 | DHOFAR UNIVERSITY (AUB)
FACULTY OF DESIGN [OMAN]
Teaching students special topics such as branding, advertising,
and Advance Studios Level 1 to 5. Promoted campaigns
commissioned by the AVC.

2007-2009 | RSCN
CAMPAIGN DIRECTOR - EDU [JORDAN]
Managing projects and working within a budget, Working
on designs to produce effective advertising campaigns, and
collaborate with international organizations IFAW, USAID,
JERDS, and IUCN. Develop the strategic and program plans for
the division within the strategic context, vision, and goals of
the organization.

JURY MEMBER

MENTOR & JURY
Adobe Achievement Award 2015 - Present

CHAIR THE MEDIA AWARDS
Stevie Awards for Women in Business 2020

GRAND JURY MEMBER
International Awards Associates 2018 - Present

JURY MEMBER
A' Design Award and Competition 2016

JURY OF THE FUTURE OF DESIGN
Future Ideas Amsterdam 2015