

ZEINAB ASSAAD

CREATIVE DIRECTOR • BRAND STRATEGIST • DIGITAL
CONSULTANT & EMERGING CREATIVE TECHNOLOGIST

DETAILS

ADDRESS

Plateau, Abidjan
Côte d'Ivoire

PHONE

+2250779777790

EMAIL

zeinab.assaad92@gmail.com

LINKS

[Behance](#)

[LinkedIn](#)

[Website](#)

[Instagram](#)

SKILLS

Visual Communication

Creative Concept
Development

Storyboarding

Art Direction Support
(photo/video/CGI)

Layout & Editorial Design

Typography

Packaging & Product
Mockup Development

Print-Ready File
Preparation

Pre-Press & Production
Setup

Photo Retouching & Color
Correction

Moodboard Creation

Brand Asset Development

UX Wireframing

Information Architecture
(content structuring)

Presentation Design &
Pitch Deck Building

PROFILE

Multidisciplinary Creative Director & Brand Strategist with 11+ years of international experience across Lebanon, Oman, Gabon, UAE, and Côte d'Ivoire. I work at the intersection of design, strategy, and emerging creative technology—blending visual storytelling, brand systems, and AI-driven workflows to build identities and campaigns that are both visually compelling and commercially effective. Skilled in directing cross-functional teams and delivering scalable, end-to-end creative production for brands across diverse industries.

EMPLOYMENT HISTORY

Creative Director & Project Manager, MS Insights Consulting

Abidjan, Côte d'Ivoire

Dec 2024 — Present

Lead creative direction, brand strategy, and AI-driven workflow integration for an agency transitioning into business strategy & consulting. Define service offerings, lead client proposals, and coordinate cross-functional teams to deliver scalable creative and consulting solutions.

- Built AI-enhanced systems for proposal generation, client intake, multilingual content, and production automation.
- Directed creative across branding, advertising, CGI, social, and corporate content to ensure cohesive brand experiences.
- Developing website structures, service pages, and content frameworks
- Developed strategic proposals and digital activation plans for regional corporate clients.
- Managed multi-department delivery (creative, production, strategy) and oversaw case-study and portfolio systems for business development.
- Key strategic initiatives: Adam Afrique, SMART Technologies, Noom Hotel Abidjan, ICH Real Estate, Yoplait Côte d'Ivoire.

Founder & Creative Director, ZEE DESIGN

Aug 2015 — Jan 2024

Founder and Creative Director of an international studio delivering brand identity, digital design and campaign production for clients across food, retail, hospitality, education and lifestyle sectors.

- Led end-to-end brand projects from discovery to delivery—strategy, identity systems, visual guidelines, packaging and advertising.
- Managed client relationships, project timelines, budgets and freelance collaborators to ensure quality and on-time delivery.
- Developed content marketing plans and social strategies to increase brand visibility and engagement for regional and international clients.
- Built reusable visual systems and assets that improved consistency across channels.

Founder, Atelier BU (Leather Goods Workshop)

Port-Gentil, Gabon

Jun 2022 — Jun 2023

Founded and branded a premium leather goods workshop, overseeing product design, prototyping, photography, and packaging while managing digital content and targeted outreach to build a niche customer base.

LANGUAGES

Arabic



English



French



Founder & Designer, Zee Arts and Crafts

Abidjan, Côte d'Ivoire

Dec 2018 — Apr 2021

Designed and sold handmade crafts and home décor, overseeing product design, branding, photography, and packaging. Built an e-commerce presence, launched custom planners, and grew a loyal local customer base.

Graphic Design Intern, Zein Design

Beirut, Lebanon

Aug 2015 — Sept 2015

Supported designers in creating social media visuals, web layouts, and brand collateral. Contributed to logo and packaging concepts and developed core skills in layout, typography, and teamwork.

CORE COMPETENCIES

- **Brand strategy & creative direction:** brand platforms, concept development, campaign narratives, visual storytelling, multi-format systems.
- **Campaign & content production:** content planning, creative development, multi-channel execution, performance-aware creative.
- **Branding & design:** identity systems, packaging, editorial, art direction, photography and video.
- **Digital & web:** website strategy, UX architecture, wireframes, WooCommerce, conversion-focused landing pages.
- **AI, 3D & creative tech:** AI art direction, AI workflow engineering, 3D/CGI briefing, automation pipelines.
- **Project leadership & client management:** project scoping, timeline and budget control, team coordination, cross-market collaboration.

TOOLS & TECHNOLOGIES

- **Creative:** Photoshop, Illustrator, InDesign, Lightroom, XD, Premiere Pro, After Effects, Blender, Tinkercad.
- **AI:** Google AI Studio, Leonardo AI, Runway, Veo, Adobe Firefly, Freepik AI, NotebookLM.
- **Web & tech:** WordPress, WooCommerce, CMS, hosting & DNS, basic HTML/CSS, JavaScript, PHP, SQL, React Native, Supabase, analytics.
- **Operations:** Microsoft Office (Word, Excel, PowerPoint), project workflows and documentation.

STRENGTHS

- **Strategic Leadership:** leads teams with clarity, direction, and brand-driven purpose.
- **Creative + Analytical Thinking:** balances visual intuition with structured, insight-informed decisions.
- **Execution Excellence:** fast, precise delivery with strong quality assurance.
- **Ownership & Initiative:** proactive problem-solver who drives projects end-to-end.
- **Tech-Forward Mindset:** rapid adopter of AI and creative tech to scale outputs.
- **Cultural Intelligence:** adapts communication and creative direction across markets.
- **Client-Centric Communication:** clear, confident presenter with strong advisory and relationship-building skills.

EDUCATION

Bachelor of Arts in Advertising | Communication Arts Department, Lebanese International University

Saida, Lebanon

Jul 2016