

# WARD Z Aidan

Email: [warda\\_zeidan@hotmail.com](mailto:warda_zeidan@hotmail.com)

Tel: +961 70 571185

## WORK EXPERIENCE

### Freelance Wordpress and Shopify Website Developer (Aug 2022 - Present)

- o Meeting with clients to discuss website design and function
- o Designing and building the website front-end
- o Creating the website architecture
- o Designing and managing the website back-end including database and server integration
- o Generating WordPress themes and plugins
- o Conducting website performance tests
- o Troubleshooting content issues
- o Conducting WordPress training with the client
- o Monitoring the performance of the live website
- o Creating and administering Shopify websites with complimentary social media marketing

### Graphic Designer at OGGI Services (Aug. 2021 - April 2022)

- o Developing fresh concepts for graphic content in line with the clients' goals
- o Ensuring graphics are developed, delivered on time across all digital platforms
- o Creating and vectorizing compelling & consistent assets for all digital platforms
- o Designing content that reflect the client's brand, and drive online engagement and sales

### Mathematics Scholar Books Developer - Freelance (Dec.2020 - June 2021)

- o Receiving and studying the Mathematics curriculum
- o Building an appropriate concept for the material to be followed in the books
- o Creating and vectorizing clear and helpful graphics for understanding the material
- o Paying attention to detail and maintaining constant encouragement throughout the content of the books
- o Proofreading the material with education experts to ensure the material is well-built and ready to be implemented

### Graphic Designer and Administrative Assistant at Finger Prints (Feb. 2019 - Dec.2020)

- o Creating illustrations, logos, brochures, posters, banners and packaging
- o Incorporating changes recommended by the clients into the final design
- o Performing secretarial tasks (phone, email, filing, post office ...)
- o Handling correspondences with clients and the manager
- o Supervising and monitoring the work of staff
- o Scheduling meetings and appointments.

### Graphic Designer and Social Media Manager at Sufretna Catering (Dubai) remote job (Feb. 2018 - May 2019)

- o Setting up and optimizing company pages throughout all social media platform
- o Generating, editing, publishing and sharing daily content
- o Building and executing social media strategies after competition and audience research.
- o Creating Successful marketing campaigns
- o Responding to customers' comments, reviews and Emails

### Freelance Interior Designer (Per La Luna Lebanon, Lamartine Catering UAE, and residential projects)

- o Determining clients' goals and requirements.
- o Considering the space and circulation requirements.
- o Sketching design plans, including electrical layouts.
- o Specifying materials and furnishings, and preparing execution plans.
- o Creating a timeline for all stages of the project and estimating costs.
- o Ensuring the clients' satisfaction after the execution.

## Computer Tutor: Microsoft Office at Toufic Assaf Cultural Center (2009 – 2011)

- o Teaching students of deferent ages on using a computer.
- o Developing teaching or training material, such as handouts, study material, and quizzes.
- o Assessing students' progress throughout tutoring sessions.
- o Diagnosing weaknesses in students and following up with them.
- o Providing private instruction to individuals and improving their performance.

## Sales Manager at Al Ola Wal Alam Est. (Mount Lebanon) (2009 – 2016)

- o Viewing daily operations and everyday sold items.
- o Recruiting and training staff and ensuring safety policies are implemented.
- o Solving customer complaints, and developing marketing campaigns.
- o Planning, implementing, and following-up on weekly sales programs.
- o Managing, controlling, and tracking store payroll and budget.
- o Managing personnel work schedules and attendance procedures.

## EDUCATION AND SKILLS

### BA. In Interior Design

LIU University; Beirut - Lebanon (2016)

### Interior Decorating Certificate (Online)

Professional Career Development Institute; Georgia (2006)

### Fashion Design Diploma

Hazmieh Technical Center; Beirut - Lebanon (2004)

### Languages

Fluent Arabic and English

### Computer Skills

Skilled in Microsoft Office, Illustrator, Photoshop, InDesign, and AutoCAD  
Capable of Aftereffects, Premiere Pro, and 3Dmax

### Soft Skills

An effective communicator, excellent organization and leadership skills, and a powerful team-builder Fast and adaptive learner

## Interests and Achievements

### Volunteer work with Rwaiset El-Ballout Municipality

Participating in drafting proposals for the funding of projects In addition to Participating in several awareness campaigns.

### Environmental Activist

Past president and member of Be2aman organization an environmental and social organization in Rweisit El Ballout - Mount Lebanon, established in 2012 Spreading environmental awareness, organizing hiking trips and reforestation campaigns.

### Volunteer work with The Higher Metn Artisan Foundation

Designing visuals that reflect the identity of the organization (logos, colors, and fonts), printables, and online content.  
Developing and implementing a comprehensive social media strategy to increase the web traffic and brand awareness.

## Courses

### International Academy for Building Capacity

Fundraising for NGO's and Public Entities

### Free online courses

Copywriting, Social Media Marketing, Web Design