

RABEE KAYSSI

Brantford, Ontario
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Work History

Wayfinding Designer

2022

IBI Group – Toronto, Canada

- Created and developed design solutions aligned to graphic design best practices. Worked together with the Project Leads, design and fabrication issues using architectural, wayfinding and accessibility principles alongside industry standards including applying traffic flow, orientation, sign hierarchy, messaging, typography, symbols, colour, signage design and environmental graphic design.
- Assisted with the signage and wayfinding reports and preparing client-facing presentation.
- Prepared drawings and documents including sign location plan, message schedule, fabrication, mounting details, material and finish specifications.
- Actively took part in recommending best practices, methods, and even media best suited to produce desired design results and goals.
- Ensured all designs followed project quality standards and were aligned to project delivery schedules.

Senior Graphic Designer/AutoCAD Technician

2007 - 2019

Saber Industrial Group – Abu Dhabi, U.A.E.

- Analyzed needs and directed wayfinding plans for over 200 projects, including Ferrari World, Warner Brothers theme park, Midfield Terminal, Judiciary Department of Abu Dhabi and Pearl Qatar.
- Led team of 10 graphic designers and draftsmen who provided professional expertise and design.
- Implemented commercial signage packages for high profile projects across GCC region.
- Created over 40 logos, as well as infomercials, brochures, templates, posters, banners to support re-branding of companies under umbrella of SABER industrial group.
- Designed and developed over 500 signage packages, from concept through final fabrication and installation.

Graphic Designer/Marketing Specialist

2004 - 2006

Hoops Sports Club – Beirut, Lebanon

- Worked with new sports club to establish its brand identity, focusing mainly on print media, marketing activities and events, in addition to publishing a weekly section in nationally printed sports magazine.
- Planned and coordinated 16 sports events to establish club's brand vision.
- Designed all printed assets for the club, including brochures, posters and graphics for the weekly magazine.
- Developed creative design for marketing packages, including print materials, brochures, banners and signs.
- Applied creative expertise to present marketing concepts.

Junior Architect

2000 - 2004

ARACO S.A.L – Beirut, Lebanon

- Completed internship and was offered part time role as Junior Architect and Mobile Site Foreman in charge of team of 15 laborers, dedicated to Beirut Greater Area asphalt-laying project.
- Performed role of Quantity Surveyor on project.
- Generated over 120 CAD drawings for infrastructure and roadwork.
- Managed team of 15 laborers in charge of laying asphalt and manhole maintenance.
- Performed calculations of design parameters for accuracy and safety.
- Designed and drafted project blueprints.

Education

The Business And Computer University College - *Beirut, Lebanon*
Bachelor of Science, Graphic Design

Beirut Arab University - *Beirut, Lebanon*
Undergraduate in Architectural Engineering

National Protestant College - *Beirut, Lebanon*
High School Diploma

Website

Check out some of my recent photography, photo editing and graphic media projects at
<https://rabeekayssi.com>

Technical/Soft Skills

Expert in Adobe Suite, including
Illustrator, Photoshop, InDesign, and Lightroom
Proficient in AutoCAD software (2D and 3D)
Multimedia, marketing, and print design
Expert in Microsoft Office Software

Excellent interpersonal skills
Concept creation
Detail oriented
Marketing/Branding
Languages: English and Arabic

References Available Upon Request