Multi-Property Senior Graphic Designer

LUXURY HOSPITALITY & LIFESTYLE

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Skills

Brand & Art Direction	Brand Identity · Art Direction · Campaign Development · Editorial & Menu Design · Event Branding & Michelin-Starred Chef Collaborations
Marketing	Paid Social Strategy (Meta Ads) · Instagram Account Management · Content Calendar Planning · Community Management
Production	Print & Large-Format · Photography & Video Direction · Multi-Property Project Management
Innovation	AI-Assisted Creative Strategy & Production: using AI tools to strengthen concept development and artistic execution, adding speed and creative range to the process.
Delivery	Fast-Paced, Deadline-Driven Delivery · Quality Control & Brand Consistency

Profesionnel Summary

Senior Graphic Designer with 5 years leading brand identity, campaign development and F&B creative direction for luxury hospitality. Currently supporting the creative direction and design needs of The St. Regis Doha and The St. Regis Marsa Arabia, following previous experience at The Bodrum EDITION. Sole creative lead for 15+ restaurants and a luxury spa across two five-star properties, ensuring brand consistency and commercial visual output across all F&B touchpoints.

I specialize in brand identity, campaign development, editorial design, menus, digital content, social media, print production, photography, and video. I also integrate generative AI into the creative process for image and video production, concept development, visual storytelling, and campaign ideation, combining traditional design expertise with emerging AI-driven workflows.

I manage projects from concept to final delivery, working closely with marketing teams, operational departments, senior management, and external suppliers.

Experience

Multi-Property Senior Graphic Designer & Marketing Support Team Member
The St. Regis Doha & The St. Regis Marsa Arabia | Doha, Qatar | January 2025 – Present

- Creative lead for 15+ F&B outlets (Hakkasan, Novikov, Fauchon, Vilebrequin, Scalini, OPA, ...) and the Guerlain Spa across two five-star properties.
- Extend creative support to other hotel departments and guest experience initiatives; integrate AI tools to speed up concept and production.
- Advise marketing team on visual selection for outlet social grids; prepare and adapt paid ad creative across platforms, tailoring format and cropping to each channel's specifications.
- Manage a 2-person creative team, staying mindful of the annual marketing budget.
- Direct creative for the signature annual Midnight Supper event; contributed to St. Regis's Best Commercial Team, MEA — Q2 2025.

Senior Graphic Designer | The Bodrum EDITION | Bodrum, Turkiye | January 2024 - December 2024
Graphic Designer | The Bodrum EDITION | Bodrum, Turkiye | February 2022 - December 2023

- Directed brand identity across 5 venues: Kitchen & Brava (Michelin-starred), Inari (Bib Gourmand), a beach restaurant, and Spa Soul.
- Led creative direction for Chef Stefano Ciotti's restaurant launch, and events with GQ, Cosmopolitan and Richard Mille, among others.
- Owned Meta paid social strategy during low season, driving strong ad performance and guest inquiries through the winter closure.
- Contributed to EDITION Bodrum's recognition by Condé Nast Traveler, Forbes, and Best Hotel in the Marriott Group (2023).

Education & Certifications

Visual & Graphic Communication ESA Saint-Luc Liège, Belgium	September 2017 - June 2020
Industrial Design ESA Saint-Luc Liège, Belgium	September 2016 - June 2017
Forbes Leadership Next Steps	Modern leadership and marketing/design priorities for senior hospitality leaders.
Digital Marketing & Community Management	Combining artistic creation with strategic thinking, translating creative work into marketing outcomes.
Generative AI & Creative Production	Using AI for image and video generation, combining creative direction, storytelling, and design to develop high-quality visual content and campaigns.

Selected Brands

St. Regis | EDITION | Le Meridien | Novikov | Hakkasan | Guerlain | Fauchon | Vilebrequin La Plage

Tools

Adobe Photoshop | Illustrator | InDesign | Premiere Pro | After Effects | Lightroom
Meta Ads Manager | AI Creative Tools

Languages

French (Native) | Turkish (Native) | English (Professional) | Dutch (Basic)