

LENA EL HADDAD

CAREER OBJECTIVE

Creative multimedia designer, translating complex issues into clear, inclusive visual designs. I bring strong brand stewardship, trauma-informed design practices, and proficiency in Adobe Creative Suite. I am eager to contribute thoughtful, multi-channel solutions across digital and print platforms.

SUMMARY OF QUALIFICATIONS

- Over 3 years of experience with multimedia design, such as digital graphic design, website visual design, banner design, social media design, video design, print design, and animation
- Strong foundation of typography, layout design, and colour theory, with a commitment to inclusive design and trauma-informed language
- Proficiency in Adobe Creative Suite, such as Illustrator, InDesign, Photoshop, XD, and Premiere Pro
- Skilled in website development and design, using HTML, CSS, and WordPress
- Fluent in English and conversational in French and Arabic, with experience in adhering to bilingual content requirements

PROFESSIONAL DESIGN EXPERIENCE

Video Editor

February 2026 - Present

Momentum- Catholic Single Mothers

- Edited documentary-style videos using Adobe Premiere Pro, ensuring clear narrative flow and visual consistency
- Performed colour correction and visual adjustments to enhance video quality
- Transformed long-form footage into concise, engaging films by selecting key moments and structuring content for audience clarity

Digital Media Designer

January 2026 - Present

EvenforOne

- Created social media posts led by trauma-informed language and accessibility
- Assisted with turning data into clear infographics for Queen's University's anti-human trafficking campaign
- Executed videos from anti-human trafficking campaigns, turning complex issues into impactful digital content

Lifestyles Assistant

April 2024 - August 2024

VIVA Barrhaven Retirement Community

- Created multi-channel designs showcasing creativity and attention to detail, which resulted in 40% higher attendance to activities
- Maintained a consistent visual identity to ensure cohesive communication
- Strengthened project management skills through planning daily programs

Social Media Executive

September 2023 - April 2024

Carleton Lebanese Student Society

- Designed social media visuals, event graphics, and digital campaigns independently and with a team of social media executives, ensuring brand stewardship
- Managed and marketed the club's Instagram account by scheduling posts, as well as responding to emails and enquiries
- Expanded guest attendance by creating fun content, such as reels, posts, and interactive stories, which led to sold-out events

OTHER PROFESSIONAL EXPERIENCE

Concierge

August 2022 - July 2024

VIVA Barrhaven Retirement Community

- Created print media on WordPress, ensuring accessibility and clarity for all residents
- Juggled multiple projects and deadlines in a high-pressure environment while maintaining calm and clear communication

Hostess

September 2021 - July 2022

Mandarin Restaurant

- Collaborated closely with staff to provide efficient and welcoming service to all guests
- Problem solved reservations and seating issues in a fast-paced environment

EDUCATION

Bachelor of Media Production and Design

September 2022 - April 2026

Minor in Philosophy

Carleton University

- 9.3 CGPA
- Merit Scholarship (3K)