

# Sibté Hassan

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**Objective** Motivated multidisciplinary art director with over 9 years of experience with brand building across all medias with emphasis on broadcast environment seeks a challenging position with a forward thinking company.

**Experience** **Oxygen, NBC UNIVERSAL** **New York, NY** **Jul 10 to Sep 11**

Oxygen Media is a multiplatform lifestyle brand that delivers relevant and engaging content to young women who like to “live out loud.”

**Senior Motion Designer**

Designed and animated graphics for shows like

The Glee Project

Bad Girls Club

Hair Battle Spectacular

Tori & Dean: Home Sweet Hollywood.

**VincentLongo.com**

**New York, NY**

**Feb 07 to Nov 09**

A high-end makeup artistry brand

**Art Director/Web Master**

Enhanced the corporate image across all medium including POS web and print. Streamlined branding process to create a stronger brand recognition. Oversee process and execution with vendors for packaging materials, component redesign/branding and retail outlet brand representation. Directed all “Step-by-Step” and “How to” videos to engage online customer and promote Vincent Longo as a makeup artist.

**Freshlime Design**

**New York, NY**

**July 04 to present**

A multi disciplinary design company

**Art Director**

From concept to completion including photography. Directing commercials. Rebranding corporate identity, packaging, print collateral, advertising, annual reports, web and multimedia.

Clients include Beauty, Skin Care, Restaurants, Apparel, Travel Agencies, Non-Profits and Electronics manufacturing company.

**Freelance**

**New York, NY**

**June 04 to present**

Here is a list of companies where I worked as an Art Director, Sr. designer or Animator creating graphics for TV and print, visual effects, animation, story boards, pitch books and rebranding for TV networks.

Ramon and Pedro, an award winning design house;

Trollback and Company

Hornet Animation Inc.

Edgeworx

Verb Media

DZP and many more

**Skills** Adobe CS5 [Photoshop, Illustrator, InDesign, After Effects, ImageReady, Bridge, Acrobat], Cinema 4D, Mocha, FinalCut Pro 6, Film & Digital Photography, Videography & Storyboarding.

**Education** **Masters of Fine Arts, Design and Technology**

Parsons School of Design '04

**Bachelors of Fine Arts**

National College of Arts '97