

# Sahel Masharqa

Senior Graphic Designer | Impact Reporting, Data Visualization & Web Design

Halifax, NS, Canada



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## Professional Summary

Senior Graphic Designer with 25+ years of international experience specializing in editorial design, impact reporting, and data visualization. Skilled at transforming complex humanitarian and corporate data into clear visual narratives for organizations such as UNICEF and UNDP.

## Core Competencies

- **Design Specialization:** Impact Reporting, Editorial Design, Data Visualization, Infographics
- **Digital & Web:** WordPress Design, UI/UX Principles, Web Visual Design
- **Branding:** Corporate Identity, Visual Strategy, Cross-Cultural Branding
- **Tools:** Adobe Creative Cloud (InDesign, Illustrator, Photoshop)

## Professional Experience

### Freelance Senior Designer | Sahel Studio

Halifax, NS | Jan 2026 – Present

- Provide strategic design consultancy for local and international clients, focusing on corporate reports, data visualization, and digital presence.
- Deliver end-to-end visual solutions—from concept development to final digital and print production.

**Key Focus:** Impact reporting, editorial publications, and digital communication for international and local organizations.

## Senior Design Consultant | UNICEF

Damascus, Syria | Jan 2014 – Oct 2025

- Led visual design and data visualization for regional impact reports, ensuring strict adherence to global branding standards.
- Transformed complex socio-economic datasets into clear infographics and visual narratives for international donors and stakeholders.

**Key Achievement:** Delivered 50+ high-impact reports supporting global communication for humanitarian missions.

## Senior Design Consultant | UNDP

Damascus, Syria | Apr 2012 – Jun 2014

- Developed strategic editorial layouts for crisis response and recovery reports.
- Collaborated with international experts to visualize technical data related to sanctions and socio-economic assessments.

## Art Director | Impact BBDO

Damascus, Syria | Feb 2010 – Oct 2014 (Concurrent projects with UNDP)

- Directed visual strategies for high-profile corporate clients, focusing on branding and large-scale communication campaigns.
- Managed creative teams to deliver high-quality visual solutions in a fast-paced agency environment.

## Education

Bachelor's Degree – Archaeology & Museum Studies  
Institute of Archaeology and Museums