

Hi, I'm Jessica, a creative manager specialized in cross-segment retail and brand building, shaping modern visual identities, immersive brand worlds, and multi-channel campaigns. With 10+ years of experience across the Middle East and Europe, I craft strategic, visually elevated creative systems that bridge retail experience, editorial direction, and digital storytelling. I lead 360° rollouts across retail, e-commerce, content, and visual merchandising, blending strategic clarity with artistic intuition to create aspirational, commercially impactful narratives. Recognized for creative guardianship, cross-functional leadership, and building cohesive, high-end brand ecosystems for lifestyle, fashion, and retail environments.

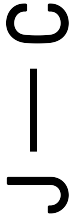
PROFESSIONAL EXPERIENCE

- MAGRABi RETAIL GROUP | DUBAI UAE
- CREATIVE MANAGER
- REMOTE/HYBRID | APRIL 2025 – PRESENT
- ASSOCIATE CREATIVE MANAGER
- REMOTE/HYBRID | APRIL 2023 – APRIL 2025
- CREATIVE LEAD
- REMOTE/HYBRID | AUGUST 2020 – APRIL 2023
- Lead creative direction across 5 luxury eyewear sub-brands in the GCC, shaping brand identity, storytelling, and high-end luxury retail experience.
  - Developed brand identities, visual systems, and experiential retail concepts that elevated customer experience and commercial performance.
  - Directed 360° campaigns across retail, digital, e-commerce, OOH, and VM, producing editorial-led content and standout brand systems.
  - Built creative guidelines for 200+ stores and aligned all output with commercial strategy across Saudi, UAE, Kuwait, Qatar, and Egypt.
  - Integrated AI-driven visualization and workflow tools, reducing production turnaround and boosting creative efficiency.
  - Led creative guardianship by aligning all channels under a cohesive luxury brand vision.
  - Mentored and managed a multidisciplinary creative team (design, VM, digital, content).

- THE BALLROOM BLITZ CLUB | BEIRUT
- CHIEF DESIGNER
- ON-SITE | SEPTEMBER 2019 – JULY 2020
- LEO BURNETT | BEIRUT
- DIGITAL ART DIRECTOR
- ON-SITE | AUGUST 2019 – SEPTEMBER 2019
- INTERESTING TIMES | BEIRUT
- ART DIRECTOR
- ON-SITE | AUGUST 2017 – AUGUST 2019
- Directed visual concepts and multi-platform campaigns for global lifestyle and FMCG brands.
  - Led creative development for social content, digital activations, event branding, and on-ground experiential assets.
  - Oversaw production, styling, moodboarding, and design execution across creative teams.

- KITE CREATIVE | BEIRUT
- SENIOR GRAPHIC DESIGNER
- ON-SITE | MARCH 2015 – JUNE 2017
- Designed brand identities, packaging, and integrated collateral for retail and corporate clients.
  - Collaborated closely with strategy and copywriting to build cohesive brand systems.

- CACAO DESIGN | MILAN
- GRAPHIC DESIGN INTERN
- ON-SITE | SEPTEMBER 2014 – NOVEMBER 2014



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CORE EXPERTISE

- CREATIVE DIRECTION & BRAND SYSTEMS
- Visual identity systems • Campaign ideation • Retail experience design • Editorial direction • Content direction
- STRATEGIC LEADERSHIP
- Brand strategy • Multi-market rollouts • Luxury positioning • Creative team leadership • Cross-functional collaboration • AI-integrated creative workflows
- TECHNICAL SKILLS
- Adobe Illustrator • Photoshop • InDesign • After Effects • XD / Figma  
AI • GPTs • Midjourney • SORA • Seedream • NanoBanana • Runway

EDUCATION

- MDES IN VISUAL & MULTIMEDIA DESIGN
- SCUOLA POLITECNICA DI DESIGN | MILAN
- 2013 – 2014
- BA IN VISUAL COMMUNICATION
- USEK | LEBANON
- 2008 – 2012

LANGUAGES

- ENGLISH . . . . .
- FRENCH . . . . .
- ARABIC . . . . .
- ITALIAN . . .

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