

Sandra GHALY

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Design for Art Direction graduate with a strong eye for visual systems, composition, and detail. Experienced in shaping ideas from research and visual exploration into clear, considered brand identities and creative assets across fashion, lifestyle, and digital projects. Brings an art-direction perspective to design with a practical focus on strong execution.

EDUCATION

University of the Arts London , London, United Kingdom <i>Bachelor of Arts in Design for Art Direction, London College of Communication</i> Anticipated graduation date: 2026	2023 – 2026
University of the Arts London , London, United Kingdom <i>Foundation Diploma in Art & Design, Central Saint Martins</i>	2022 – 2023
St. John American School , Cairo, Egypt <i>American High School Diploma</i>	2007 – 2022

WORK EXPERIENCE

Creative Production and Art Direction Freelance	2026
- Developed visual concepts and creative assets for remote briefs across fashion, lifestyle and digital brands in the GCC and Levant, including Sunday Studio, July Archives, and a confidential vintage and collectible marketplace based in Jordan. - Supported brand development through visual research, art direction, layout development and presentation design, translating briefs into clear and cohesive visual directions.	
VML (Wunderman Thompson and VMLY&R), Cairo, Egypt Media Company <i>Creative Strategy & Social Media Internship</i>	2025
- Worked on live strategic briefs and brand positioning for major international clients including Coca-Cola, Schweppes, SCB, and Vodafone, contributing to high-impact campaign development and planning. - Supported integrated social media and creative strategies, adapting global campaigns for local markets and collaborating closely with senior strategy and creative teams on client-ready work.	
Sunday Studios, Bahrain Fashion Brand <i>Art Director</i>	2023 – 2024
Shaped brand visual identity, led Instagram-focused strategy, analysed performance and market trends, coordinated collection deliveries, and supported marketing, influencer partnerships, and customer insight integration.	
L'ETO, London, United Kingdom International Restaurant & Café <i>Floor Staff</i>	2022
Delivered high-standard front-of-house service, managing guest experience, order flow, payments, coordination with kitchen teams, and inventory support in a fast-paced international café environment.	

EXTRA-CURRICULAR EXPERIENCE

International University of Monaco, Monte Carlo, Monaco

2025

Luxury Business and Communications

- Intensive program in luxury marketing, digital communication, cross-cultural business, and event management, with case studies (Chanel, Hermès, Dior, Prada) and in-person sessions with Oceanco, Scuderia Ferrari Monte Carlo, and Monte-Carlo Société des Bains de Mer.
- Applied learning through luxury event planning, analysis of physical vs. digital luxury retail, and development of international communication and etiquette skills.

Inside LVMH

2025

Luxury Business and Innovation in Creation & Branding, Retail & Customer Experience

- Completed an LVMH-developed program covering creativity, excellence, and innovation, with in-depth focus on brand heritage, sustainability, customer experience, and the future of luxury.
- Analysed case studies from Louis Vuitton, Dior, Fendi, and Bulgari, gaining foundational knowledge in luxury management, brand storytelling, retail strategy, and cross-sector luxury markets.

Conde Nast, London, United Kingdom

2024

Vogue Summer School

- Gained insight into fashion industry dynamics, including trend analysis, marketing strategy, fashion forecasting, retail management, and sustainability through expert-led sessions and workshops.
- Completed hands-on business simulations and assignments, developing marketing strategies and creative solutions to real-world fashion challenges; recognized for innovative ideas and presentations.

University of the Arts London, London, United Kingdom

2023

Fashion Styling, London College of Fashion

- Academic and practical training in the history, evolution, and contemporary landscape of fashion styling, including the role of stylists, influential industry figures, and fashion media.
- Professional preparation in editorial research, concept development and pitching, fashion shoot execution, industry communication, and portfolio building with limited resources.

University of British Columbia, Vancouver, Canada

2022

Business Foundations

- Core training in finance, marketing, operations, and management, with applied business analysis and financial planning.

Kemet Art and Design, Cairo, Egypt

2019

Graphic Design Diploma

- Trained in visual design principles, branding, typography, and layout using Adobe Creative Suite (Photoshop, Illustrator, and InDesign).
- Created real-world promotional designs for local businesses through individual and team projects.

COMPUTER SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
Design Tools: Figma, Procreate
3D & Visualisation: Blender, Unreal Engine
Video & Post-Production: DaVinci Resolve
Creative Technology: TouchDesigner, MadMapper
Programming: Python, JavaScript
Physical Computing: Arduino
Version Control: GitHub
Microsoft Office: Word, Excel, PowerPoint

TECHNICAL & WORKSHOPS SKILLS

Printmaking: Riso, Offset Lithography
Digital Print Production: Inkjet on Special Substrates
Bookbinding: Hardcover, Coptic, etc.
Publication Finishing
Editorial Prototyping: Physical Mock-ups
Print Production: Paper Selection & Materials