

Cover Page



Universiteit Leiden



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**Title:** Reading Arabic : legibility studies for the Arabic script

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# Curriculum Vitae

Date of birth: November 11, 1978

Nationality: Lebanese

## Education

MA Typeface Design [2003]

United Kingdom, University of Reading, Faculty of Letters and Humanities, Department of Typography and Visual Communication

Bachelor in Graphic Design [2000]

Lebanon, American University of Beirut, Faculty of Engineering and Architecture, Department of Architecture and Design.

Lebanese Baccalaureate II in Mathematical section [1996]

Rawdah High School

## Design Practice

Linotype GmbH, Germany [2005-current]

Arabic Specialist, Branding and CI Manager

Major projects:

Typefaces released: Frutiger Arabic, Neue Helvetica Arabic, Univers Next Arabic, Palatino and Palatino Sans Arabic, DIN Next Arabic, and Koufiya.

Typefaces for clients: Sony, An-Nahar newspaper, Al-Jazeera, mbc, SKY Arabia, OSN, Porsche, Ministry of Interior (UAE), and Dubai Airports.

Private office and freelance [2000-2004]

## Awards and honours

Fast Company's 100 Most Creative People in Business 2012

Granshan Non-Latin Type Design Award 2012

Award for Excellence in Type Design from Type Directors Club, NY, 2008

Award for Excellence in Type Design from Type Directors Club, NY, 2011

Communication Arts Typography Annual, 2012, two awards

Dean's Award for Creative Achievement, AUB

Honours in Lebanese Baccalaureate II

**Teaching Experience**

American University in Dubai [2004]

Lebanese American University [2003]

Lebanese Educational Institute [2001-02]

American Language Center [1999-01]