



## Biography

### Ruba Abu-Nimah

Ruba Abu-Nimah is an award-winning Creative Director, Design & Experiential Consultant and currently Global Creative Director at Revlon.

Previously Abu-Nimah held the role as Global Creative Director for Shiseido in Japan where she spearheaded the rejuvenation of the 147 year old cosmetics brand. From social media and advertising to product packaging and store architecture, visuals and fixtures, Ruba oversaw a cogent brand vision, which included the implementation of the company's innovative new global digital platform. She lived and worked in Tokyo for two years before returning to New York in January 2017 to become the first female Creative Director of Elle Magazine.

During Ruba's eight-year tenure at Bobbi Brown Cosmetics she re-envisioned the brand for a new, untapped audience—ages 18 to 29—and launched the YouTube channel, 'I Love Makeup'. Billed as “not your average beauty channel”, Ruba created Estee Lauder's most successful YouTube property with over 150,000 subscribers and close to 5 million views in just five short months.

Her encyclopaedic visual references draw on a rich resume that includes beauty brands from La Mer to the rebranding of Smashbox Cosmetics and Pat McGrath's launch of her new line.

Ruba's passion for typography and composition has afforded her numerous design awards—from James Beard, How Design and Art Directors Club—including the ADC Gold Award for “Ballet” (Steidl, 2012). On an ongoing design basis, Ruba collaborates with publishers such as Steidl and Dashwood Books.

She has also recently begun an ongoing collaboration on a pilot project for Nike where she was commissioned to design custom shoes, one of which sold out in less than three minutes upon release.

Ruba lives and works in New York City where she resides with her two children.