

VANESSA NOUEIDER

UX/GRAPHIC DESIGNER

 10+ yrs Digital Design Exp.


 Vancouver, Canada

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 vanessanoueider@gmail.com

 designedbyvanessa.com

 vanessa-noueider

 Arabic, English, French

PROFILE

Detail-oriented and creative Digital Designer with 10+ years of experience in graphic design and Adobe Suite. Passionate about creative and user-centered designs. I am a problem solver by nature and find myself driven by challenges. An advocate for teamwork whenever possible.

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Photography, Microsoft Office, WordPress, Optimizely, Intuiface, Wireframing, Prototyping, Collaboration, Teamwork, Problem-solving, Design Thinking.

EDUCATION

BrainStation | Diploma, UX Design

OCT 2021 - JAN 2022, VANCOUVER, CANADA

BCIT | Statement of Completion, Digital Photography

JAN 2021 - MAR 2021, VANCOUVER, CANADA

AUST | BA in Graphic Design

OCT 2009 - JUN 2014, BEIRUT, LEBANON

EXPERIENCE

Intermediate Digital Designer | Weir MOTION METRICS

JUN 2022 - PRESENT, VANCOUVER, CANADA

- Led the design and execution of a wide variety of digital and print assets, including websites, landing pages, social media content, and tradeshow materials
- Researched, designed, and prototyped an interactive tradeshow app, delivering a cost-effective and engaging user experience
- Delivered high-quality design work under tight deadlines with rapid turnaround, adapting to evolving project needs
- Self-taught Intuiface in one week to develop interactive experiences for a major tradeshow, earning multiple internal referrals for expertise and adaptability

Digital Media Intern | Make Believe Media

OCT 2020 - MAR 2021, VANCOUVER, CANADA

- Increased social media engagement by creating creative posts and ads
- Conducted extensive research on topics like AR/VR and produced detailed reports
- Photographed and interviewed five people for a documentary

Graphic Designer | BE Ultimate

MAY 2020 - OCT 2020, VANCOUVER, CANADA

- Created beautiful jersey designs and refreshed client logos using Illustrator
- Collaborated with the sales team to address client feedback

Digital Marketing & Design Manager | Clouds Media

NOV 2014 - OCT 2019, BEIRUT, LEBANON

- Managed client relationships and communication
- Designed successful digital campaigns for over 15 clients using Photoshop and Illustrator, which boosted engagement and sales
- Improved website user experience through analysis and A/B testing, leading to increased sales and app downloads

PROJECTS

beHere Project | UX Research & Design, Branding

NOV 2021 - JAN 2022, BRAINSTATION CAPSTONE PROJECT

- Devised and implemented a user study to test an immersive messaging app for 360-degree video calls, which received a 10/10 user satisfaction rating.

WorkPal Project | UX Design & Branding

JAN 2022, BRAINSTATION INDUSTRY PROJECT

- Collaborated in a team of designers and developers to create a mobile website for remote employees to easily connect, focusing on a user-centric solution to a common problem.