

# 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

### Digital Designer | Weir MOTION METRICS

JUN 2022 - DEC 2025, 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.