

I am an Interaction Designer. I have a BA in Graphic Design and an MFA in Design and Technology, I'm fun, weird, good weird and I am very attentive to details. My goal is to always provide a clean and effective design. I like to be part of the entire design cycle, from conceiving and strategy to implementation and deliverables.

## Professional Experience

### Faculty

Dec 2017 - Present

### Interaction & Product Designer

I am a product and interaction designer in the product team. I act as a bridge between the design and the front end team. Most of my responsibilities lies in the following:

- Responsible for roadmaps of upcoming features, planning user research and user testing sessions.
- Creator and owner of the design system for the platform and delivery product. I determine the roadmap, vision and add direct contributions to its repository.
- Bridge between designers and engineering to clearly communicate visuals and specs across the company.
- Deliver pixel perfect UI visuals for product features.
- Identify and communicate areas of improvement for UI elements based on research and expertise
- Reduce platform design debt by selecting and prioritizing outdated UI elements.
- Create front-end visual and interaction designs, as well as platform micro-interactions.
- Create marketing experiences.

### Leo Burnett (LB)

May - Aug 2013

### Intern

Under P&G:

- Adapted marketing design layout for MENA region arabic version of Herbal Essences shampoo and conditioner
- Created advertisement pitches for Exotica florists in Lebanon. This involves preparing holiday campaign with

brief brainstorming sessions to understand new trends in the floral market

- Adapted and created marketing design materials for MAX Factor beauty products with ambassador of Max Factor MENA region
- Adapted marketing design of video production of Always Ultra to the arabic version for the MENA region

## Education

Parsons The New School  
Fall 2014 - Spring 2016

Lebanese American University  
Fall 2010 - Spring 2013

### MFA Design and Technology

- Thesis: *Tourath, an IOS mobile AR application that teaches history through social events*

### BS Graphic Design

- End of Year Project: *3arabeye.co*  
A map website that indicates where the fruit, drink, vegetables rolling stands are located in Beirut

## Skills

Design

### Design tools

- Adobe suite (Photoshop Illustrator, InDesign, After Effects, DreamWeaver, XD)
- Sketch
- Figma

Code

HTML/CSS, Processing, Swift

Language

### Fluent

- Arabic, French, English

### Beginner

- Spanish