

Fuad Soudah

Portfolio.

'Designer? Voyager? Outlander? Nobody knows who he is but he is and yet? I love all the digital and hybrid, crossovering sciences, jumping around the world, drinking double pulp orange juice and proving that the impossible may actually be quite possible.'

'Herzlich Willkommen! My name is Fuad Soudah, a 22 years old Design Computing graduate, currently studying Master's of Interaction Design & Electronic Arts at University of Sydney'

Placemaking
Projection Mapping
Curation
Artificial Intelligence
User Experience
HCI
Branding
Web Design
Photography
Video Editing

[Click here to learn more.](#)

Retrospection

I was born at St. Leonards in Sydney, Australia. I attended preschool and then the first year of my primary school leave for a rural area of Stara Iwiczna, located near south of Warsaw in Poland. Thereon, I finished 6 years of primary school, hosted in Nowa Iwiczna. Afterwards, I did 3 years of high school in neighbouring town of Piaseczno, with the completion of which, shortly after my final exams, I left for Sydney, Australia - where I made an attempt at enrolling in Bachelor of Design Computing program at the Faculty of Architecture, Design and Planning. I completed 3 semesters of exchange at University of Munich, where I pursued degree-related units of study, upon completion of which I graduated from the University of Sydney with a Bachelor of Design Computing.

Placemaking

Leaf.

'Although many are satisfied with Botany Lawn, the number of visitors decreases significantly due to inadequate facilities such as: lack of water fountains, no power sockets, insufficient lightning and no shelter protecting from either sun or rain'

'We made an attempt at augmenting the environment by improving the facilities and therefore addressing the issue of lower attendance as we reformulated the design challenge and dedicated our team to deliver a coherent, cohesive and appropriate solution for Botany Lawn, one that is non-invasive, appealing and addressing the key user needs featured and brought out by the completion of our User study and Background research'

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Projection Mapping

We Are Waterfall.

'The concept revolves around two main themes, one is Aboriginal culture and its connection with nature. We show those themes through symbolism for example waterholes, emu in the sky constellation and a waterfall scene filling the Quadrangle.'

We Are Waterfall was projected on University of Sydney's iconic Quadrangle Building as part of Vivid Sydney 2015 light festival.

[Click here to learn more.](#)



Curation

Graduation Show.

← Persp

'A multifaceted approach to apprehending duties in regards to assembly of a fully-fledged exposition. Prototyping phase with Unity enabled me to see more than meets the eye in terms of what could be possible without physically changing the actual space.'

As part of curation duties, I adapted faculty of Architecture, Design and Planning's Tin Shed Gallery along with its outside area and faculty's main hall for the purpose of adapting all to the conceptual frame of scheduled Graduation Show in 2017. This allowed for extensive experimentation and freedom over the introduction of varied design decisions, each to be tested before final rollout.

[Click here to learn more.](#)

Artificial Intelligence

Lone Island.

'Unleashing the user's curiosity and evoking surprise based off contents perceived as unexpected or nuanced was researched based on procedurally generated imagery subliminally interrelated with a music track containing lyrics.'

'The aim of this study was to assess how specific similarity levels affect a user and the potential use cases that may be established based on the solution provided. A multi-platform virtual environment was created based on a combination of programming languages, libraries and APIs to make this study viable at apprehending. User testing was performed using a variety of setups for the gather of reliable data.'

[Click here to learn more.](#)

User Experience

Museum of Contemporary Art.

'One of the baseline questions we asked ourselves at the research stage of our projects was the following: how well does Museum of Contemporary Art address the users' needs in conjunction with a range of technologies supporting the education process?'

'Our aim is to design a digital and tangible experience whilst making use of the spatial aspect, so that the educational qualities offered by MCA improve in combination with a redesigned user engagement throughout each's journey in the museum.'

[Click here to learn more.](#)



HCI

keto.

'2 in 3 adults are overweight in Australia. Out of whom, nearly half are obese. Cost of obesity totals yearly in 8.6 billion AU\$.

- Problem Statement; Any low-calorie diet will give results, yet ketogenic will be most effective for weight loss - Conclusion'

As a person who used to be challenged by Obesity and after having tested a variety of diets and losing nearly 25 kg on ketogenic,

I decided to look into the problem of Obesity more scientifically and particularly through the lenses of design. By the use of physical computing and programming techniques I crafted a smartscale linked to a dedicated application developed in 2 weeks.

[Click here to learn more.](#)

Welcome to keto!



Branding

No i Gitara!

Adjoint to a dedicated website created for aspiring musicians signing up to polish their guitar techniques, I was tasked with the creation of a banner and a logo.

The emphasis was put on attracting attention while keeping a subtle, heartwarming and a familiar feel, highly nuanced with the musical instruments advertised to be learned by the use of illustration and wordplay. The banner was kept integral with the branding, yet keeping the relatively minimalistic style.

[Click here to learn more.](#)



Web Design

fuad.design

'Upon investigation, you will find according subpages with the relevant projects that I have been working on, related to the units that I have been doing in the past. Most of the material will feature presentations, documentation, photo, video & audio content'

'I eventually managed to scrape off most of the materials that I have ever built, raised, created and cultivated. In the process, I recalled and finally ablebodied to put together the crucial parts and a compelling, close to its true nature - a backstory. Every one and each, I believe, has or, at the very least, deserves a matching story. Extra materials will be provided, that may shed some light onto the more creative ways that were applied throughout the process of a variety of projects. Consider it, a tiny bit of makeup. Which evokes the tasty details. Sprinkled with a handful of insights.'

[Click here to learn more.](#)

I post-project
virtual events

Current Projects

Portfolio

Photography

D750/D5200.

What does it mean to travel? Is it work? Leisure? Education? Treat?

All of the above? Ever since I acquired my first DSLR and began travelling, all of the mentioned disambiguations came true, as my extensive voyages tend to cover much more than meets the eye.

Over a terabyte of RAW material generated by the use of a DX and FX Nikon cameras, backed up and casually post-processed in Photoshop/Lightroom, captured hectically at split-second pacing I tend to capture a sea of material and cherry-pick individual frames defining my experience, tending to post-process heavily, turning into a set of vibrant, contrasty and selective characterisation. Even if a shot did not turn out quite right, I'll do my best to bring out the absolute best, just as I seek out extensively, throughout and beyond my travel destinations.

[Click here to learn more.](#)



Video Editing

Remix.



Inspiration is a valuable thing. It defines what you do in life. It drives you towards achieving your very next goals. It develops who you are, what you believe in and transforms everyone around you.. Culture tends to be inspirational and so I love meddling with it.

Ever since I have seen the very first youtube remixes in my life, involving video games and music tracks to my liking, I always wanted to do something alike, similar but of my own. With years, I have developed a taste for other cultural forms, like movies, anime and tv shows, and began to value nuances, atmosphere, coherent and cohesive stories with a hint of novelty imbued. Alongside, I kept listening to music, discovering new artists and genres.

Eventually, I ended up thinking: what will happen if... A few hours spent, crossing-over cultural forms in Adobe Premiere results with entirely new narratives, distinctive feel and immersion.

[Click here to learn more.](#)

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'If there were three qualities by which my works are driven, I would enumerate: Ambition, Innovation and Diligence. Ambitious of the projects' scope, Innovative of the solutions incorporated and diligent by the passion put forward towards refinement and conclusion'

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