

Ziad Harmanani

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EDUCATION

UNIVERSITY OF TORONTO

BA IN COMMUNICATIONS AND DIGITAL MEDIA (CCIT), EXPECTED: JUNE 2023
Minors in Italian and Cinema Studies

EXPERIENCE

CREATIVE DIRECTOR | ICCIT COUNCIL

Jul 2020 – June 2022 | Mississauga, Canada

- Designed over 30 promotional graphics for major academic and social events. Graphics were posted on Instagram, LinkedIn, and Facebook, and generated high engagement
- Led an Adobe Photoshop training workshop through a step-by-step tutorial, explaining each step
- Created and developed branding guidelines for the ICCIT Council including logo specifics, logo variations, typography in use and, colour specifications

MARKETING AND DESIGN ASSOCIATE | IMI BUSINESS ASSOCIATION

Sep 2019 – Apr 2020 | Mississauga, Canada

- Created over 10 diverse prototypes and mock-ups for various event posters and academic events
- Designed posters and branded content for *Business Banquet*, one of the association's biggest and most anticipated event

GRAPHIC DESIGNER INTERN | 4PRODUCTIONS

Jun 2019 - Aug 2019 | Beirut, Lebanon

- Planned and implemented an original promotional in-store product display using Adobe Illustrator
- Assisted in the branding of sustainability projects such as water irrigation systems for the underprivileged and sustainable packaging

PROJECTS

ICCIT DEPARTMENT WEBSITE | WEBSITE REDESIGN

2021

- Created a website prototype for the Department of Communication after multiple prototypes and usability testing sessions in order to simplify their current website
- Performed multiple usability testing sessions with updated wireframes, and collected and analyzed relevant data in order to make the necessary adjustments to our rules, visuals and board prototype

HOAGIE HEROES | BOARDGAME

2022

- Created a fully functional boardgame, *Hoagie Heroes* by creating multiple physical prototypes and by performing two major usability testing sessions
- Created the required assets such as the board, box, cards and rulebook
- Performed four usability testing sessions with different samples, and collected and analyzed relevant data in order to make the necessary adjustments to our rules, visuals and board prototype

SMART TV REMOTE INTERFACE | USABILITY REPORT

2022

- Created an interface for a smartphone-based remote for a smart TV, a solution for the traditional manual remote
- Conducted a guerilla testing session, a benchmark testing session, as well as an A/B testing pilot, and collected and analyzed relevant data in order to make the necessary adjustments to the prototypes
- Assisted with the prototype creation through Adobe XD and created certain assets with the use of Adobe Photoshop

SKILLS

GENERAL

Storyboarding, Prototyping, User Research, User Testing, Typography, Branding

DESIGN TOOLS

Adobe Creative Suite (Photoshop, Illustrator, XD, InDesign), Procreate, HTML, CSS, JavaScript, Bootstrap, WordPress, Blender