

Ziad Harmanani

Product Designer

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EXPERIENCE

CREATIVE DIRECTOR | ICCIT COUNCIL

Jul 2020 – Sep 2022 | Mississauga, Canada

- Designed promotional graphics for major academic and social events
- Planned promotional and community-oriented events
- Collaborated with and mentored associates to ensure efficient internal operations

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
- Designed posters and branded content for Business Banquet, one of the association's biggest events

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

BOARDGAME: HOAGIE HEROES | CCT419

2022

- Created a fully functional boardgame, Hoagie Heroes, after multiple prototypes and usability testing sessions.
- Creating corresponding assets such as the board, box, cards and rulebook.

USABILITY REPORT: SMART TV REMOTE INTERFACE | CCT480

2022

- Created 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 data in order to make the necessary adjustments to our prototypes.

SKILLS

GENERAL

Storyboarding, Prototyping, User Research, Usability Testing, Digital Photography

DESIGN TOOLS

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

EDUCATION

UNIVERSITY OF TORONTO

BA IN COMMUNICATIONS AND DIGITAL MEDIA (CCIT)

Sep 2018 - Present

Minors in Italian and Cinema Studies