

Ziad Harmanani

✉ harmananiziad@gmail.com 💻 ziad.graphics 🌐 ziadharmanani

Education

University of Toronto

HBA in Digital Media and Communications (CCIT)

Minors: Italian and Cinema Studies

Toronto, ON, Canada

2018–2023

Experience

Research Assistant

University of Toronto

Toronto, ON, Canada

Sep 2022–Present

- Collected and compiled large datasets using MS Excel, ensuring data integrity and accuracy for subsequent analysis
- Synthesized relevant information from academic sources, contributing to the overall knowledge and understanding of the topic area

Creative Director

ICCIT Council

Mississauga, ON, Canada

Jul 2020 – Jun 2022

- Led a team of designers to conceptualize and deliver high-quality design projects, demonstrating strong leadership and project management skills
- Mentored junior designers to develop their design skills and provided constructive feedback, resulting in their professional growth and improved performance
- Facilitated and led comprehensive training workshops covering Adobe Photoshop and Illustrator for a diverse group of participants, providing clear, step-by-step guidance and explanation
- Developed and implemented branding guidelines, including logo variations, typography, and color specifications, to ensure a cohesive visual identity for the organization

Design Associate

Innovative Business Association (IBA)

Mississauga, ON, Canada

Sep 2019 – Apr 2020

- Produced prototypes and mock-ups for event posters and academic materials, utilizing design software and techniques to effectively communicate event messaging and achieve stakeholder objectives
- Conceptualized and created visually stunning posters and branded content for Business Banquet, one of the association's premier events, utilizing design principles and techniques to capture audience attention

Graphic Design Intern

4Productions

Beirut, Lebanon

Apr 2019 – Jul 2019

- Created effective promotional graphics and merchandise designs showcasing the brand's products and messaging across various physical mediums

Projects

Hoagie Heroes

2022

- Created a fully functional board game by developing multiple physical prototypes and conducting two major usability testing sessions
- Designed and created all the required assets for the game such as the board, box, cards and rulebook
- Collected and analyzed usability testing data using A/B testing, resulting in major improvements in game design and user satisfaction

Smart TV Remote Interface

2022

- Developed a user interface for a smartphone-based remote for a smart TV, a solution to 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
- Designed and created visual assets to be displayed in the interface using Adobe XD and Adobe Photoshop

Skills

Design: Design Thinking, Usability Testing, Product Design, Prototyping, Typography, Colour Theory, Branding

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe XD, Figma, Procreate, Wordpress, Blender