Ziad Harmanani

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Education

University of Toronto **Toronto, ON, Canada**
HBA in Digital Media and Communications (CCIT) 2018–2023
Minors: Italian and Cinema Studies

Experience

Research Assistant **Toronto, ON, Canada**
University of Toronto 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 **Mississauga, ON, Canada**
ICCIT Council 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 **Mississauga, ON, Canada**
Innovative Business Association (IBA) 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 **Beirut, Lebanon**
4Productions 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 a 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