

# 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

### HOAGIE HEROES | BOARDGAME

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.

### SMART TV REMOTE INTERFACE | USABILITY REPORT

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