

## 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, Branding, Interface Designs, Usability Assessment, User Modeling, Online Advertising, Multimedia Design

**Tools:** Adobe Creative Suite, Figma, Wordpress, Blender, Procreate, Notion, Airtable, Tableau, Excel