



jennifer haddad

jennhaddad.com

linkedin.com/in/jennhaddad

(703) 473 9872

jenn@jennhaddad.com

Work Experience

Partner / Visual Communication Director

Dress Code Converse / November 2014 - Present

- Client servicing.
- Handling client's online marketing and digital presence.
- Project management.
- Consult clients on solutions to enhance their digital presence and drive traffic.
- UX/UI

Digital Production Manager / Senior Graphic Designer

social4ce / June 2013 - February 2015

- Handling projects through all phases, from briefing to concept creation and follow-up through the development to ensure the best delivery quality.
- Wire-framing, prototyping, and UI design.
- Meeting with clients to formulate a project brief.

Co-Founder / CCO

Yoofers / August 2012 - April 2013

A crowdfunding platform that helps you raise money for the things you care about.

- Taking part in the process of transforming the idea into a business.
- Involvement in the business plan and company strategies.
- Creating the brand identity.
- Creating and studying the website wireframes.
- Testing the wireframes for a smooth UX.
- Designing the web application.
- Designing and implementing the startup demo video.
- Creating and designing the startup pitch decks to be presented to investors.

Senior Web designer

Paravision / October 2011 - September 2012

- Handling projects through all phases, from briefing to concept creation and follow-up through the development to ensure the best delivery quality.
- Wire-framing, prototyping, and UI design.
- Meeting with clients to formulate a project brief.
- Brand Identity.

Senior Web designer - Team Leader

Netways / April 2007 - September 2011

- Designing website web banners and icons.
- Meeting with clients to formulate a project brief.
- Setting up the team schedule and project deadlines.
- Reviewing designs created by the teams to make sure they fit the brief and up to the client expectations.
- Brand Identity.

Personal Information

I am a Digital Designer with a focus on web/mobile interfaces & digital content production. I am passionate about creating simple user friendly interfaces and believe that design and functionality are driven by user behavior. A successful design is an interface that meets both the user's expectations and the client's vision. My design motto is pretty yet functional.

Languages

English & Arabic

I Love

Internet, Social Media, Music, Traveling, TV Shows

Software Knowledge

Adobe creative suite, basic HTML/CSS and WordPress.

Education

B.A. in Graphic Design, graduated in July 2006.

American University of Science and Technology - Ashrafieh, Lebanon.

Lebanese Official Baccalaureate II Life Science, July 2002.

Bouchrieh Adventist Secondary School - Sabtieh, Lebanon
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