

# Selwa Abd

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## Summary

With an extensive experience in design & music, I've recently graduated from the CareerFoundry UI Design Program. I'm seeking new opportunities in UX/UI Design (starting in the Fall 22).

## Experience



### Artist Fellow

Harvestworks & Issue Project Room

Jan 2022 - Present (4 months +)

I've been selected as artist fellow at Harvestworks as well as artist-in-residence at Issue Project Room. My dual fellowship will culminate with two performances in collaboration with Issue Project Room and Harvestworks.



### Creative Director

Scott Avery

Sep 2021 - Present (8 months +)

Since 2021, I've been working as creative director of the Scott Avery project (run by Amani Olu).

Responsibilities include:

- Branding Strategy
- Product Design
- Creative Consulting / Direction
- Music Video Production
- Graphic Design



### Founder & Creative Director

Pick Up The Flow

Jan 2018 - Present (4 years 4 months +)

Pick Up The Flow is an online community & resource-sharing platform aiming to democratize access to opportunities. Listings for opportunities (grants, residencies, jobs..) are shared daily via the website & instagram page. I'm the founder and creative director.



### Professional Musician

Discwoman

Nov 2018 - Present (3 years 6 months +)

Under the alias "Bergsonist" I sold successfully records worldwide, released lots of music, performed in many venues locally and internationally, got the attention of the press such as The Washington Post and worked on different commissions such as the scoring of an award winning film. Since 2018, I've been represented by the agency Discwoman.



## **Creative Director**

Self Employed

Jan 2017 - Sep 2021 (4 years 9 months)

Throughout the years, I used my established music career as terrain to advertise my services and grow my personal clientele. I've worked on developing visual identities, social media assets, design systems and marketed visual content in print and online in a time efficient manner.



## **Creative Director**

Bizaarbazaar

Sep 2010 - Aug 2021 (11 years)

Bizaarbazaar is a non-profit & ad-free music platform I founded in 2010. It existed as a blog, sonic archive & conceptual compilations. I built a strong following in the music industry through effective visual communication, community outreach and curatorial work.



## **Social Media Designer**

Music Workers Alliance

May 2020 - Aug 2020 (4 months)

Responsibilities include:

- Developing their visual identity.
- Designing their logo.
- User Research and Usability Testing.
- Social media management.
- Organizing campaigns. One of them was mentioned at a subcommittee hearing on intellectual property by the Judiciary Committee.



## **Social Media Manager**

H0I0

Sep 2017 - Sep 2018 (1 year 1 month)

Responsibilities include:

- Social media management.
- In-house graphic designer.
- Community Outreach.

## **Education**



### **Parsons School of Design - The New School**

Bachelor of Fine Arts - BFA , Magna Cum Laude - Communication Design

2011 - 2016



### **CareerFoundry**

User Interface Intensive Program , UX/UI Design

Oct 2020 - Feb 2022

400+ hours of UX/UI design study and practice covering design thinking, lean design, research methods, personas, wireframes, prototypes, user testing and responsive layout. The program also included a Frontend Development specialization covering HTML/ CSS/Javascript basics.

In the space of just 8 months, I created a portfolio of varied projects to show off my skills as a UX/UI Designer and compiled compelling case studies for each of them to highlight my analytical mindset.



### **School of Visual Arts**

Continuing Education, 3D Design & Adobe Premiere Intensive

Feb 2020 - Aug 2020



### **New York University**

Bachelor of Fine Arts - BFA | Summer Course, Music Technology

Jun 2015 - Sep 2015



### **Kaplan International Languages Empire State Building**

English Intensive

Sep 2010 - Sep 2011



### **Lycée Lyautey au Maroc**

Baccalaureate ES - Mention Bien, Economics

2003 - 2010



### **Open Set Summer School 2016**

Graphic Design

## **Licenses & Certifications**



**SheCodes Coding Workshop** - SheCodes



**Intro to UI Design** - CareerFoundry



**UI Immersion** - CareerFoundry

## **Skills**

Communication Design • Creative Direction • Wireframing • Branding & Identity • Graphic Design • Social Media Marketing • User Experience Design (UED) • Visual Identity • Logo Design • Research

## **Honors & Awards**



**BFA in Communication Design with Honors** - Parsons School of Design - The New School

Dec 2016



**Recipient of the SACEM grant** - Sacem

Jan 2020

I received a grant "Aide a la creation de musique originale" from SACEM to soundtrack JMAR, a movie directed by Samy Sidali.



### **Dean's List Of Spring 2012 at Parsons School Of Design | The New School - The New School**

Jul 2012

Parsons The New School named me to the Dean's List For Spring 2012. I was among a select group of students who have earned a grade average of 3.7 or higher.



### **Scholarship Award - Harvestworks**

Jan 2022

The Technology Immersion Program at Harvestworks is for artists who have a passion for learning the tools of digital media but do not have the research, training and equipment necessary to produce artworks in this medium. I was selected among other artists to receive a scholarship for Spring 2022.