

# Selwa Abd

NYC based UX/UI Designer,  
Creative Director & Professional Musician

[www.selwaabd.net](http://www.selwaabd.net)

[bergsonist@gmail.com](mailto:bergsonist@gmail.com)

971 332 6171

## Experience

### Pick Up The Flow

Jan 2018 - Present

### Founder

Pick Up The Flow is a creative community I founded in NYC. It started as a music focused community with more than 2K members. Since 2020, PUTF became a public resource hub in which creatives can find about jobs, grants and residencies in the creative economy. The community has reached now over 23.4K followers. My daily role consists of managing the platform, creative direction, community outreach. I'm hoping in the next few years to get funding, hire a team and launch the PUTF app.

### Discwoman

November 2018 - Present

### Professional Musical Artist

Under the alias Bergsonist, I performed at spaces such as Brown University, Dartmouth College, Brooklyn College & Boston Museum Of Fine Arts. I toured worldwide and sold successfully records. In 2019, I got selected by Shure & Mixcloud for an online contest and nominated as Resident Advisor Breaking Through Artist. In 2020, I got featured in The Washington Post.

### Freelance

May 2016 - Present

### Freelance Designer & Creative Director

Throughout the years, I've been commissioned as a freelance designer to design social media assets for music venues & music artists. I've also designed logos, visual identities, 3D artworks & music videos. Since September 2021, I've been hired part-time as the creative director of Amani Olu's project: "Scott Avery".

### Music Workers Alliance

May 2020 - August 2020

### Designer & Social Media Manager

My role consisted of designing their logo, visual identity, social media posts and take care of some campaigns we were organizing. I worked on a campaign which was mentioned at a subcommittee hearing on intellectual property by the Judiciary Committee.

## Education

### Career Foundry

2020-2022

### UI/UX Design Immersion

Skills: User Research, Prototyping, Wireframing, User Testing, Behance Portfolio

### She Codes

2020-2020

### Intro to Coding Workshop

Skills: Html, Css, Javascript Certificate

### Parsons School Of Design

2011-2016

### BFA in Communication Design

Graduated with High Honors (3.76). Due to financial issues, I took a gap year in 2013. I was named in the Dean's List 3 consecutive semesters.

### Kaplan

2010-2011

### 1 Year English School Immersion

I learned English and passed the TOEFL & SAT Tests.

### Lycée Lyautey au Maroc

2003-2010

### French Economy Baccalaureate Degree with Honors | Economics

## Skills

### Design

UI/UX Design • Wireframing • Rapid Prototyping • Social media design • Branding

### Other

User Research • A/B testing • Usability testing • Audio Editing • Newsletter Design • Website Design • Basic Coding

### Tools

Figma • Sketch • Photoshop • Ableton • Audacity • Wordpress • Pages • Keynote • C4D • Mailchimp • Blender