

Selwa Abd

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

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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 24.4K 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 Holly Herndon for a Shure & Mixcloud 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 musical 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 for 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