



When I decided to become a designer, I wanted to design for the **public**, facilitate and guide them, and **augment** hidden issues. I am now a **Product Service System Designer**, learning to design **interactions**, **connections**, **interfaces**, and **services** that bring people together and maintain a sustainable earth through the **wholistic approach** of design. Like any other profession, a designer should be held accountable for what he/she designs; thereby **working ethically**.

EDUCATION

- **MSc in Product Service Design**
POLITECNICO DI MILANO
ITALY Apr '14
- **BFA in Graphic Design** AMERICAN
UNIVERSITY OF BEIRUT
LEBANON Jun '11
- **High School Diploma** AMERICAN
SCHOOL OF KUWAIT
KUWAIT Jun '06

EXPERIENCE

- **INTERNSHIP** at Pierandrei
Associati
ITALY Mar-Jun '13
- **DESIGNER** at PACO Design
Collaborative
ITALY Mar '13
- **PRODUCT DESIGNER** at Press
Designs
KUWAIT Sep-Feb '12
- **GRAPHIC DESIGNER** at Four
Films Printing Group
KUWAIT Nov-Jan '12
- **DESIGNER** of American
University of Beirut Monthly
Newsletter
LEBANON '09-'11
- **INTERNSHIP** at M&C Saatchi
[Middle East]
LEBANON Jun-Aug '10

INVOLVEMENTS

- **GLOBAL SERVICE JAM**
ITALY Mar '13
- **GLOBAL SUSTIANBILITY JAM**
ITALY Nov '12
- **CORPORATE IMAGE WORKSHOP**
by Designer Fabio Di Liberto
ITALY Mar '12
- **ARABIC CALLIGRAPHY WORKSHOP**
by Calligrapher Ali Assi
LEBANON Apr '10
- **PUBLIC SIGNAGE WORKSHOP** by
Manuel Alvarez Fuentes
LEBANON Mar '10
- **VOLUNTEER** at Children's Cancer
Center [AUB Medical Center]
LEBANON Sep-Apr '11
- **PROFESSOR'S ASSISTANT** at American
University of Beirut
LEBANON Jan-Jun '09
- **DESK RECEPTIONIST** at American
University of Beirut
LEBANON '06-'10
- **SUMMER CAMP TEACHER** at
American School of Kuwait
KUWAIT Jun '05,'06
- **SWIMMING INSTRUCTOR** at
American School of Kuwait
KUWAIT Jan '04-'06

SKILLS

- **Brand Experience**
Logo Design
Editorial Design
Arabic Type
Display
- **Service Design**
Trend Research
User Centered
- **Photography**
- **Stop Motion**
- **Creative Writing**

LOVE

- ♥ Travelling
- ♥ Sports
- ♥ Cooking
- ♥ Adventures
- ♥ Volunteering



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Born in [Syria](#) grew up in [Kuwait](#) moved to Beirut, [Lebanon](#) BFA in [Graphic Design](#) from [American University of Beirut](#) Five years absorbed the culture, lifestyle & trends moved back to Kuwait to live with parents Kuwait was cold & distant attempted to work for a while in Kuwait still hungry for more moved to Milan, Italy very rich country to absorb a lot from [Politecnico Di Milano](#) in [Product & Service System Design](#). To every cause, no matter how small, there is an effect...

You can't miss design; it is everywhere you go. Nowadays, there has been more awareness in terms of the impact of design and its multiple disciplines. But what is design and what is it used for? When I decided to become a designer, I wanted to design for all the public, facilitate them, guide them, and shed lights on hidden, yet essential issues. I pursued a degree in Graphic Designer and learned that there were areas in which I could make a difference; however, I had many limits. I felt I needed to dig deeper into the users' world to understand them and their needs. This is why I moved to a Master's degree in which I understood that design was more than pure 2D designs or 3D objects. Well structured and tested design has the potential to change and improve human behavior.

I am now a Product Service System Designer, learning to design interactions, connections, links, and services that bring people together and maintain a sustainable (social, economical, and environmental) earth. Many underestimate the capability of design and how much it can impact the world we live in. The trick is to design a system of services, products, graphics, and tools that all work together to create a well structured and complete result; a wholistic approach.

These days, many of us live in a thick, bordered bubble that prevents us from seeing outside our own limits. As a student and a designer that is constantly learning, it is my duty to observe, analyze, test, and critique before designing anything. Whether it's a product or a service, there must be a purpose to creation; no haphazardness. To every cause, no matter how insignificant or small, there is an effect; either being direct, long term, seen, or unseen. I now know, more than ever, that I have the capability to solve problems, although most are unseen; the trick to doing so is to design for societies rather than individuals. Design to bring people closer and try to equilibrate the resources on earth. Like any other profession, a designer should be held accountable for what he/she designs; thereby working ethically. Design is now a profession that fixes things, not only sells them.

I hope I come up with more innovations and solutions, ones that leave an effective imprint, as I walk through my academic and professional path. I hope that my diverse background and frequent exchange of cultures will strengthen my bonding to earth; not to any specific country; this will in turn broaden my cultural and design scope.

