

Waad A b r a h i m

PORTFOLIO



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Code Portfolio

<https://github.com/waadabr/Portfolio-of-Projects>

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ABOUT

Hi there! My name is Waad Ibrahim and I am an aspiring marketing and/or UX designer. I love creating aesthetic experiences that reach business goals and appeal to users. I enjoy working through user feedback to create impactful designs.

ACADEMIC BACKGROUND

New York University Abu Dhabi

Bachelor of Arts, 2018 - 2022

Major: Interactive Media and Design

EXPERIENCE

- *Dean of Students*

2019 - 2020 Overview

Project started in response to a lack of engagement with the campus life instagram page.

The assignment asked for a strategy to redesign the page for improved user experience. Assignment started individually, then expanded to leading a team in creating and designing content.

- *Co-founder of AZIZA*

2019 - 2020 Overview

This was an initiative started to address the gap in support for Black women at NYUAD. My co-worker and I focused on the users' (Black women) diverse problems to create an experience that is beneficial and tangible.

Design Process

01 Research

Research what the current user experience is, what feedback is provided, what is the goal of the company or program in their product.

02 Ideate

Brainstorm using existing systems as a starting point but also prototyping and creating a new design that is unique to the program or product.

03 Test/Execute

Prototype example design options and test them on a smaller scale before committing. Keep usability and aesthetic feedback in mind so product or program remains competitive in the long haul.

DEAN OF STUDENTS

Problem Statement

2019-2020

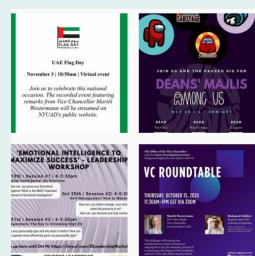
Navigating the Instagram page is confusing and unattractive. Important information is buried in text heavy posts and it is hard to decipher content part of the same program.

CURRENT DESIGN



01

Posts are very text heavy. Users are not reading all the information,



02

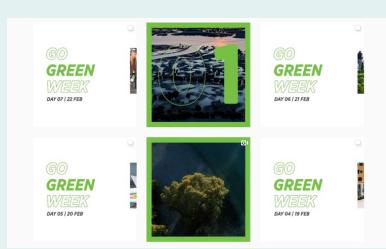
Not aesthetically pleasing, leaves users feeling confused.



03

Lack of coherent theme or structure for posting.

IMPROVED DESIGN



01

Set theme for aesthetic pattern.



02

Developing logos, slogans, and repeated patterns for user familiarity.

IMPROVED DESIGN

- Clear aesthetic pattern
- Coherent and concise information
- Logo to establish future familiarity and continuity



NEXT STEPS

- Conduct user research on redesign of the page, including form feedback and student/staff interviews for contextual inquiry
- Establish lasting pattern for continuity
- Ensure user feedback informs each phase so that the end result can serve a wide variety of users
- Digital campus wide event.

CO-FOUNDER OF AZIZA

Problem Statement

2019 - 2020

Black women at NYUAD did not have a support network or system that targets their intersectional needs and experiences. This project serves to address the lack of community by design programs for resources, creativity, and advocacy.

PROCESS

PHASE 1

Research what Black women need and how to deliver to a diverse group. Host listening sessions.

PHASE 2

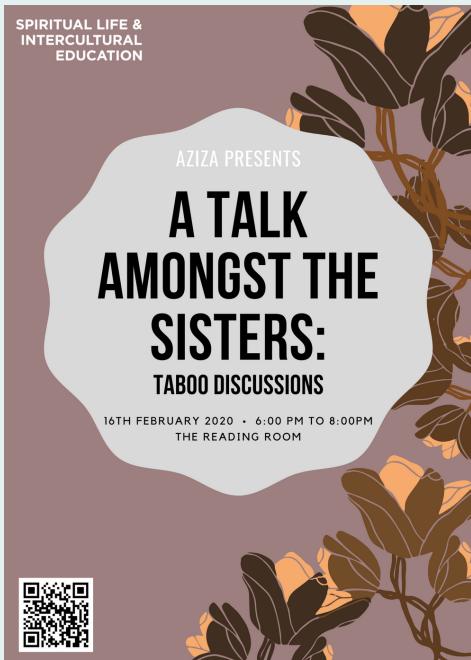
Test existing methods for building community and reconstruct those structures to better fit our audience.

PHASE 3

Design a structure that reaches our collective goals, and creates an inclusive environment where tangible ideas can develop.

DESIGN

We focus on neutral colors for consistency and forming a welcoming attitude. Easily identifiable patterns and branding that can be associated to the program.



An Instagram profile for the account 'aziza.beloved'. The profile picture is a brown circle with the word 'AZIZA' in white. The bio reads: 'An organization for global Black non-men events, resources, projects, and networks check the link below for resources' followed by a link. It shows 14 posts, 245 followers, and 40 following. Below the bio are five circular categories: Resources (orange), Mindfulness (pink), Events (yellow), Advocacy (purple), and Our Team (green). The feed shows several posts, including one about mindfulness with Mayson and another about breast cancer awareness month.

NEXT STEPS

- Expanding the program to Black women in the wider Abu Dhabi community
- Designing a website to capture our goals digitally and provide the same experience we built through the program on a virtual environment.