ZINA MAHER BAZARBASHI

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PROFILE

I am a multi-disciplinary designer. My work often focuses on systems-level thinking and a human-centered design approach. My passion lies in using design to create holistic experiences, while my strengths pull from my skills in user-research, prototyping and a collaborative cross-disciplinary mindset.

EXPERIENCE

Co-Founder, Rage Jewelry; NYC, USA – Feb 2020 - Present
Heading the branding, marketing and PR of the company, as well as workshop coordination

Self-Employed, Freelance Graphic Designer – 2018 - Present
Conceived full brand strategies and brand-books, including copywriting, packaging & social media content
Clients range from SMB in jewelry and fashion, to larger F&B and fashion companies

Design Research Intern, Palmwood; Dubai, UAE – Jul - Aug 2019
Palmwood is a joint venture between IDEO and the UAE Government.
Collaborated on the conception of their on-going Youth Design Collective: branded the collective, launched the recruitment process gathering 10 recruits during my time there
Design and ran the first Collective event, and ran a speculative thinking workshop using a game I conceived and designed
The collective is now being trained to run similar workshops.

Senior Graphic Design, JWT; Riyadh, KSA – 2017 - 2018
Designed brands, digital media and print POS materials for regional clients
Conceived visuals and POS campaigns for companies such as the Saudi Telecom Company (STC), Shell and Flynas
Designed the direction and branding for STC's Self Service Machine, which later won a regional award as part of their Big Shutdown campaign

EDUCATION

Parsons School of Design, NYC, USA - MFA Design and Technology, 2020
Minor in Civic Service Design | Co-chair of Thesis Show 2020 Promotion Team

University of Leeds, United Kingdom - BA Graphic and Communication Design, 2017

SKILLS

Adobe Suite (Illustrator, Photoshop, inDesign, After Effects & Premiere Pro)
Coding languages: HTML, CSS, Java, Javascript & Python
Coding software: Processing, P5.js, Unity
Prototyping software: Figma, Adobe XD, Flinto

LANGUAGES

Fluent in Arabic & English; Proficient in French; Conversant in Spanish