

EDUCATION

Pratt Institute, Brooklyn, NY, 2009-2011

Master's of Industrial Design

Emphasis in human-centered research + design, sustainable product and design practices.

Designskolen Kolding, Kolding, Denmark, 2005-2007

Master's Program: Focus in Industrial Design with secondary coursework in Graphic Design

Washington University, St. Louis, MO, 2001-2004

Bachelor's of Fine Arts: Focus in Communication/Graphic Design and Photography

SKILLS + STRENGTHS

Computer Skills

Adobe Creative Suite, Sketch, Invision, Proto.io, Solidworks, Hypershot, Photoview360, Powerpoint

Language

Fluent in English and Arabic, Proficient in Farsi

Strengths

Strategic Design, Design Research + Observation, Innovation + Ideation, Analysis + Visualization, Collaboration

NOTABLE ACHIEVEMENTS

Exhibitions + Awards

Feast Conference: Social Good Store, NYC, 2012

New York International Gift Fair: Sprout & Tilonia, NYC, 2011& 2012

Model Citizens Exhibition, NYC, 2010 & 2011

International Contemporary Furniture Fair: Herman Miller, NYC, 2010

Shanghai Biennale Exhibition, Ti Cyckler Projekt (Ten Bicycles Project), Shanghai, China, 2009

REUSE: Recycled Furniture Exhibition and Brand Launch, Sultan Gallery, Subhan, Kuwait, 2008

Danish Design Center, Ti Cykler Projekt (Ten Bicycles Project), Copenhagen, Denmark, 2007

Kitchen DK: Tableware Series Exhibition, Sybank, Kolding, Denmark 2006

Fellowship + Activities

Pratt Design Incubator, Incubee, Brooklyn, NY 2011-2013

Buckminster Fuller Institute, Fellow, Brooklyn, NY 2010

Project H, New York Chapter, Designer and Member, Brooklyn, NY 2009

Engineers Without Borders, Usalama Project, Designer and Member, New York City, NY, 2008

Press

Gateway, Pratt Institute Newsletter, February 2012

GOOD magazine, "The Design Difference," 2010

Work featured in: Metropolis Magazine, Inhabitat, Inhabitots, Treehugger, What Women Make

Speaking Engagements + Workshops

Design Thinking Workshop, CCNY, December 2014

Design Thinking for Non-Profits Workshop, (Kuwait) January 2014

Pratt Sustainability Crash Course Speaker, March 2012

Whole Systems Design Thinking Panel, Dror Studios, 2011

WORK EXPERIENCE

WONDROS, Los Angeles, CA: A communications and design firm that helps clients in health care and public policy to understand their challenges and assets and to create the most impactful, effective messages and customer experiences possible.

Designer and Design Researcher, 2017- Present: Works with design research team to conduct interviews, synthesize findings, and conceptualize and design informed solutions.

Clients include: National Institute of Health, CTSI - U.Pitt, University of Pittsburgh Medical Center

ADVANCED AMBULATORY TECHNOLOGIES: New York City, NY: Company dedicated to creating safety devices for toddlers with visual impairment to enable them to freely and safely explore their world.

Creative Director, 2017- Present: Works to coordinate all creative assets, (ie film, website branding), as well as conduct design research, create designs and prototypes to best serve the user experience based on the community.

DH STUDIO, Brooklyn, NY: Design consultancy working to develop branding, products and interactions (UX/UI) and experiences for positive impact.

Co-Founder / Creative Director, 2011- Present:

Clients include: Hellosmile, West Elm, Japan Society, Common Ground, Barefoot

College & Tilonia, World Bank Institute, Hot Bread Kitchen, NYC Department of Homeless Services,

See Change NYC, American Jewish World Service, All Out, UNFE, Citi Foundation, Direct Donor,

Rockefeller Foundation

WORLD BANK GROUP, Washington D.C:

Lead Designer, 2012, 2014-2016: Worked with Greater Than Leadership Council to create, design, and implement a printed toolkit used for engagement, training, and capacity building.

UNCHARTED PLAY, New York City, NY: Social Enterprise dedicated to disarming global issues and creating social invention through play.

Creative Director, 2013-2014: Rebranded the company to create cohesion across all departments consistent with the mission.

HELLOLAB, Brooklyn, NY: Design group exploring health solutions for NYC's underserved.

Senior Designer, 2011-2012: Co-managed interdisciplinary design team working to create graphics, websites, products and environments that promote health and wellness for communities in need.

UNESCO, Brooklyn, NY: Agency that promotes collaboration among nations through education science, culture and communication.

Designer, 2010: Designed toolkit to help UNESCO's program specialists take a more culturally sensitive approach to the prevention of HIV and AIDS around the world.

CENTER FOR SUSTAINABLE DESIGN STUDIES, Pratt Institute, Brooklyn, NY: Center dedicated to educating students, faculty and community about sustainability.

Designer, 2009-2011: Led and collaborated with a design team for a sustainable consultancy. Clients included Global Green, UNESCO, Starbucks, and Sustainable South Bronx.

GUYANA PROJECT, Georgetown, Guyana: Design collective with a mission to improve revenue and international exposure to the Llana Cane factory.

Designer, 2009: Designed sustainable furniture from non-timber forest products in the factory.

EL BOUTIQUE CREATIVE GROUP, Kuwait City, Kuwait: Creative house focusing on graphic, sound, film, and interior design in and around the Middle East.

Industrial Designer and Curator, 2006-2008: Conceptualized, curated, and participated in REUSE; a recycled furniture exhibition. Collaborated with Metal and Recycling company of Kuwait (MRC) to raise awareness and promote recycling in the Arab community. Success of exhibition led to four fold increase in budget and status as an annual exhibition (now on Reuse 6.0).