

Design focused strategic communicator with a background in UX, film, and photography. I lead creative teams and build design systems, visuals, and stories that address the problem, prioritize function, and are purposeful before it's beautiful.

EDUCATION

Northwestern University, Bachelor of Science in Communication

Major: Media Industries & Technology

Focus: Integrated Marketing Communication

UREP Grant Recipient (COVID-19 research) - Presented at MSS, Chicago

Doha, Qatar  
May, 2023

PROFESSIONAL EXPERIENCE

Northwestern University in Qatar - Communications Coordinator

Full-time – Doha, Qatar | Sept 2023 – Present

- Led key communication projects across campus, including revamping signage systems, internal entity branding, and designing internal and external visuals to support university messaging.
- Developed a stakeholder-tiered corporate gifting strategy with bespoke products to strengthen institutional relationships.
- Managed the university-wide digital asset system (MDAM), streamlining media access for stakeholders, overseeing assistants, and clearing backlog through improved workflows.
- Produced multimedia assets including headshots, 360 imagery, and specialized coverage for website and campaign platforms.
- Managed the updates of university website and internal platforms, coordinating directly with departments and troubleshooting.
- Captured and directed short-form and campaign video content for internal comms and digital signage; managed shoots from lighting and audio setup to post-production for social and web platforms.
- Oversaw production for university photo/video shoots including direction, gear setup, and post workflows.

Alfardan Group - Graphic Designer (Creative)

Internship - Doha, Qatar | Jan - Apr 2023

- Developed graphics and motion content for BMW, Fiat, and Alfa Romeo across social media, internal screens, and dealership displays.
- Contributed to social media planning and campaign conceptualization through strategy meetings with the internal team and marketing leads, covering key campaigns like Women's Day, Ramadan, and National Sports Day.
- Designed packaging and branded materials for Alfardan subsidiaries, using Adobe Creative Suite.

GL Events (FIFA World Cup 2022) - Photographer, Content Designer

Contract - Doha, Qatar | Nov - Dec 2022

- Served as lead photographer for the 6km Corniche fan zone during the FIFA World Cup, capturing daily content across 300+ live acts, performances, and stages under direct supervision of the Head of Creative.
- Delivered timely, news-ready images for the Hayya app, Supreme Committee platforms, and @Roadto2022 social media.
- Designed templates and established a visual system for over 50 daily wayfinding and announcement graphics across six large-scale digital screens, enabling rollout by the content team.

Ogilvy - Graphic Designer (Creative)

Internship - Doha, Qatar | Jun - Aug 2022

- Designed social and PR graphics for clients: Qatar Tourism, QRDI, and Tarsheed; adapting content across digital and print channels.
- Supported seven campaign pitches as a visualizer: developing key visuals, researching visual language, and coordinating with freelancers for brands like QNB.
- Animated graphics for TV and motion projects, adapted designs for web and outdoor media (including mupis and digital boards).

Grey Advertising - Visualizer (Creative)

Internship - Dhaka, Bangladesh | May - Jul 2019

- Designed branding and web UI for a petition platform, including logo, visual identity, and print collateral aimed at younger audiences.
- Collaborated with art directors to create branding, packaging, and campaign materials for clients including UCB, Runner, Bashundhara, ACI, and Extreme.
- Developed illustrated brand elements and designed a large-scale feature wall for a tribal-themed waterpark.

KEY SKILLS

- Visual & UX Design (AI, Figma)
  - Photography (Editorial, Event, 360°)
  - Adobe Creative Suite (AE, PS, ID, LR)
- Campaign Concept Development
  - Data & Information Design
  - CMS & Web Content Structuring
- Packaging & Print Design
  - Research-Led Creative Direction
  - Film (direct, DOP, script, edit)

PORTFOLIO OF WORK

Design

Photography

Film

Website