

DESIGN EXPERIENCE:

Process: In depth empathic and ethnographic research, synthesis of research, concept generation, ideation, refinement, presentation.
Skills: research, drawing, model making, visual recording, facilitation, Illustrator, Photoshop, Graphite Vellum, Alias.

- Design Strategist, Jump Associates, LLC. San Mateo, CA, 2006-present. Define product and service strategies based on design, social research, and business insights. Develop cultures of innovation in organizations in a range of industries. Processes include secondary research, primary research, analysis and insight development, concept generation and refinement, and product road-mapping. Also participate in and lead client workshops, meetings, and projects.
- Industrial Designer, 2ndEdison, Inc. San Francisco, CA, 2005. Involved in all parts of the design process to include: client workshops, human factors/ethnographic research, synthesizing findings and insights, brainstorm sessions (internal and with clients), concept copy writing, concept modelmaking, ideation and sketching. Maintained Pattern and Materials Library.
- Intern, 2ndEdison, Inc. San Francisco, CA, Spring 2005. Organized, helped develop, and built the 2ndEdison Pattern and Materials Library. Participated in brainstorm sessions, sketched concepts and built prototypes for client presentations.
- Intern, Ideo, Palo Alto, CA, Summer 2004. Organized and helped develop the materials library and display. Conducted human factors/empathic research and helped synthesize the findings for client presentation. Conducted product audit for materials related project. Helped in development of materiality point of view.

EXPERIENCE:

- Customer Account Manager, GE Power Systems, Atlanta, GA, 1998-2001. Fulfilled international customers' quotes and orders by interfacing with the customer, the overseas GE offices, Atlanta engineering and purchasing teams, warehouse, and export team. Helped develop backroom web transactions and processes for international customer base. Created training material and trained overseas Customer Account Managers on web and non-web processes.
- Outreach Teacher, Atlanta History Center, Atlanta, GA, 1997-1998. Prepared students prior to their visit to the Atlanta History Center museum by designing and conducting hands-on and object-based activities and lessons. Also, collaborated with Atlanta Preservation Center and Parks Middle School to develop and implement community history project.
- Envoy, 1996 Paralympic Games, Atlanta, GA, Summer 1996. Acted as the liaison and bilingual assistant between the National Paralympic Committee of Bahrain and the Atlanta Paralympic Organizing Committee. Supported the team of Bahrain with all operational aspects of the games.
- Teacher, Teach for America, McKinley High School, Baton Rouge, LA, 1994-1996. Designed and instructed ninth grade math class, Integrated Algebra and Geometry. Created instructional materials for class. Also co-sponsored the Varsity Cheerleading team.
- Teacher, Teach for America, Yates High School, Houston, TX, Summer Institute 1994. Collaborated with two other teachers to design, plan, and teach a project-based math and science class for ninth graders.
- Interpreter and Chef's Assistant, Ecole de Gastronomie Francaise Ritz-Escoffier, Paris, France, Summer 1991. Served as means of communication between the French chefs of culinary school and the English-speaking students.

FOREIGN LANGUAGE SKILLS:

- Arabic, French, and Spanish.

EDUCATION:

- The California College of the Arts, San Francisco, CA. B. A. with distinction, Industrial Design, May 2005.
- The University of the South, Sewanee, TN. B. A. cum laude, Mathematics and Fine Arts (Studio), May 1994.
- La Universidad de Valencia, Valencia, Spain. Study Abroad, Instruction in Spanish-English translation and Art History, Fall 1993.
- Ecole de Gastronomie Francaise Ritz-Escoffier, Hotel Ritz, Paris, France. Cesar-Ritz Diploma, 1991.
- International College, Beirut, Lebanon. Bilingual education, French and Arabic, Grades 1-12.

HONORS:

- Honorable Mention, Stitchories Project in ID Magazine, Student Design Review '06, Sept/Oct 2006.
- IDSA Student Merit Award Nominee, California College of the Arts, Spring 2005.
- Published, Souvenir Project in Eleven Eleven, CCA Literary Arts Journal, Spring 2004.
- Excellence in Teaching Award for Math and Science Teachers from Exxon, Baton Rouge, LA, 1995.
- Member of the Order of Gownsmen, The University of the South, 1991-1994: Academic honor society and student governing body.