

# Mia Zaidan

Designing human experiences.



## Portfolio

[www.miazaidan.com](http://www.miazaidan.com)

References upon request

## Contact

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## Languages

Fluent English

Native French

Native Arabic

## Areas of Study

Product Design (Digital/Physical)

Product Management

Branding Strategy

User Research

Behavioral Science

Creative Leadership

## Soft Skills

Design research

System-centric design

User journey mapping

Persona building

Multidisciplinary collaboration

Strong organization skills

Visual / graphic design

System mapping / diagrams

Service blueprint design

## Technical Skills

Adobe Suite: AI, PS, ID, XD

Digital prototyping: Sketch, Figma,

Invision, Framer, Principle

3D: Rhino, Grasshopper, BIM, 3D

printing, Arduino, C#

Other tools: Miro, ClickUp, Asana

## Work Experience

### Sosolimited | Project Manager / Designer

Jan 2021 - Current

- Built/Managed complex project schedules and resources anticipating changes in scope that might impact budget, production, and delivery for big tech clients.
- Reviewed weekly deadlines, project burn, project schedule and deliverables with the project team, through the life cycle of digital and physical experiences and installations.
- Oversaw debriefs after key milestones and tracked lessons learned, key takeaways, successes, and challenges, proposing and testing ways to improve processes and optimize workflow.
- Created assets for design proposals and worked with a team of designers, architects, and developers on the production of screen-based interactive and physical installations.

### Naya Studio | Freelance UX Designer

Nov 2020 - Jan 2021

- Designed the website experience implementing interactive onboarding strategies for new users.
- Participated in the creation of an online co:design and collaboration tool for custom furniture building, that responds to the needs of clients, makers, fabricators, and other members of the ecosystem.

### Harvard Innovation Labs | Designer (Graphic, UX, Strategy)

Feb 2020 - June 2021

- Worked on strategies and designs to better engage our customers, revamp our digital interface, and adapt our offerings to suit our users' needs across brand experience, marketing, engineering and product teams.
- Developed visual designs by leveraging the brand's visual identity for our website and social platforms and create targeted and meaningful user experiences.

### Harvard University | Design & Methodologies Teaching Fellow

Sep 2019 - May 2020 / Collaborative Design Studio, Methodologies in Design Engineering

- Guided multidisciplinary teams through the iterative design process, from problem definition to solution testing, and assisted them to better comprehend the users' experience and pain points.
- Mentored teams on how to engage in qualitative and quantitative research methods, approach complex challenges from a systemic viewpoint, and advised them on synthesis of complex data.

### Ateliers Jean Nouvel | Architect

Sep 2016 - Jul 2018

- Managed and collaborated with the consultant team (structural, mechanical, electrical, plumbing) on the schematic design phase of a 60-story mixed-use tower in Bangkok.
- Developed complex vertical and horizontal circulations strategies to maximize layout efficiencies and better design user flows according to program and privacy levels.

## Education

### Harvard University (GSD/SEAS) | Master in Design Engineering, *with distinction*

Aug 2018 - May 2020

### McGill University | Bachelor of Science in Architecture, *with distinction*

Aug 2013 - May 2016

## Special Achievements

### Awards | Harvard University (2019-2020)

- Leadership and Community Prize (outstanding leadership and community building)
- Design Engineering Director's Award (outstanding academic performance in MDE)
- Tokyo Summer Fellowship (ambassador for a design workshop about tech pressures)

### Thesis | Bump: An app for new encounters (2020)

Studied people and relationships in the digital world by investigating the way technological devices are shaping social encounters, interactions, and expectations. Developed strategies for new types of technologically triggered encounters by designing a disruptive journey, meaningful matches, and authentic profiles.

### Exhibition | Dubai Design Week (2019)

Exhibited inForm, a social impact innovation project that allows the low income community to enroll in benefits they are eligible for. We heavily relied on behavioral insights to design our digital platform.