



Lilia Rustom ◆ ليليا رستم

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## Education

<b>California Collge of the Arts</b> , San Francisco, California, United States of America Masters of Design in Interaction Design. ( <i>Expected date of graduation: August 2018</i> )	Sept. 2017– Present
<b>American University of Beirut (AUB)</b> , Beirut, Lebanon Bachelor of Fine Arts in Graphic Design. <i>Four-year design program with emphasis in graphic design, publication, typography, interactive and web design.</i>	Sept. 2013 – May 2017
<b>Collège Notre Dame de Lourdes des Frères Maristes</b> , Jbeil, Lebanon French Baccalaureate Degree.	Sept. 1998 – June 2013



## Professional Experience

<b>MDes IxD Communications Assistant</b> , California College of the Arts, San Francisco, CA, United States of America • Responsible of the exposure of the program on digital platforms, designing posters and hosting events and talks.	Oct. 2017 – Present
<b>Art Director/Graphic Designer at the Center of Research and Innovation (CRIInn)</b> , American University of Beirut, Lebanon • Responsible of the branding of new start-ups and designing posters for the center.	Nov. 2016 – May 2017
<b>Head of «publicity, design, and marketing», in the organizing committee of Rotary Youth Leadership Awards Conference (RYLA) 2017</b> , Beirut, Lebanon • Responsible of branding the event, and designing posts for social media.	Oct. 2016 – March 2017
<b>Graphic Designer of The Hult Prize</b> , American University of Beirut, Lebanon • Responsible of designing the posters, social media banners, and program.	January 2017
<b>Graphic Designer and Co-founder of the startup company “PreLemon”</b> , Beirut, Lebanon • Responsible of designing the logo, website, identity, brochures, posters, animations.	June 2015 – Feb. 2017
<b>Graphic Designer of Smar Jbeil Music Festival</b> , Smar Jbeil, Lebanon • Responsible of designing invitation cards, posters, billboards, programs, and videos.	Sept. 2016
<b>Creative Intern at Stark Design NY</b> , Manhattan, New York, United States • Responsible of designing logos, animations, social media campaigns, book covers, and making photoshoots.	May 2016 – Aug. 2016
<b>Graphic Designer and Secretary of “Rotaract Club of AUB”</b> , American University of Beirut, Beirut, Lebanon • Member of “Rotaract of AUB” • Responsible of designing posters, tickets, and flyers for different events and meetings; and keeping track of all the meetings and emails, and vote in the board committee.	May 2016 – Present Sept. 2015
<b>Graphic Designer of the recycling campaign “Nehna Ballachna”</b> , Chouf, Lebanon (With Dr. Hunaida Al Jurdi) • Responsible of designing the logo, brochure, posters, and car stickers.	July 2015 – Sept. 2015
<b>Creative Intern at Creative Space Beirut</b> , Mar Mikhael, Beirut, Lebanon • Responsible of designing website templates, a sponsorship package, brochures and shooting photographs.	June 2015 – Aug. 2015
<b>Graphic Designer and Secretary of “AUB Scouts Club”</b> , American University of Beirut, Beirut, Lebanon • Responsible of designing posters, brochures, and flyers for different events and meetings; and keeping track of all the meetings and emails, and vote in the board committee.	Sept. 2014 – Sept. 2015
<b>Graphic Designer in the Design team of the “AUB Yearbook”</b> , American University of Beirut, Lebanon • Responsible of designing the Annual Yearbook (Layout, Photographs, Posters). • All the work happens in a group, throughout discussions and division of tasks.	Jan.2015 – May 2015

## Certificates and Awards

<b>Finalist at the Ideathon Competition at ArabNet Beirut 2017</b> , Hilton Beirut, Habtoor Grand Hotel, Beirut, Lebanon	Feb. 2017
<ul style="list-style-type: none"><li>• Pitched the PhotoShooters mobile application in front of a jury and investors.</li></ul>	
<b>Dean's Honor List</b> , American University of Beirut	Fall 2016
<b>Apple Certified</b> , Final Cut Pro X	Sept. 2016
<b>Position Paper Award</b> , Model United Nations (MUN), Lebanese American University, Lebanon	May 2012

## Work Published In

<b>Abundance: Mediterranean Cuisine</b> , Recipes by Alumni and Friends of the American University of Beirut	Sept. 2016
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## Workshops attended

<b>Final Cut Pro X Workshop by Mr. Raffi Boyadjian</b> , American University of Beirut, Lebanon	Sept. 2016
<b>Typographic Poster Workshop by Mr. Felix Pfäffli</b> , American University of Beirut, Lebanon	Nov. 2015
<b>Arabic Calligraphy Workshop by Mr. Ali Assi</b> , American University of Beirut, Lebanon	Sept. 2014

## Conferences attended

<b>Rotary Youth Leadership Awards (RYLA) Conference 2017</b> , Ehden, Lebanon	March 2017
<b>ArabNet Beirut 2017</b> , Hilton Beirut, Habtoor Grand Hotel, Beirut, Lebanon	Feb. 2017
<b>Beirut Design Week 2015</b> , Beirut Souks, Lebanon	July 2015
<b>Model United Nations (MUN)</b> , Lebanese American University, Beirut, Lebanon	Sept. 2012 – May 2012
<ul style="list-style-type: none"><li>• Represented "Armenia" in the General Assembly.</li></ul>	

## Skills

### Computer Skills and Softwares:

Mac and PC literate, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Dreamweaver, Final Cut Pro X, HTML, CSS, Sketch, Framer, Arduino, Microsoft Word, Microsoft Excel, Microsoft PowerPoint.

### Additional Craft and Soft Skills:

- Leadership, positivity, team support & motivation, project management, events organization;
- Design thinking, experience design, design research & insights analysis, human centered design and innovation;
- Prototyping, storytelling, concept sketching, social impact, product and service design;
- Digital media, communications design, typography, publication, animation, video-editing, etching, calligraphy, photography

### Languages:

Fluent in Arabic, French, and English (spoken and written) with elementary knowledge in Spanish, and work experience in groups of different demographics, ethnicities, social classes, and professional backgrounds.

## Extra-Curricular Activities

<b>Scout</b> , Scouts of Lebanon, Batroun, Lebanon	Sept. 2001 – Present
<ul style="list-style-type: none"><li>• Leader of the "Louvettes" (Girls aged 6-12 years old).</li><li>• Leader of the "Pionnières" (Girls aged 16 years old and above).</li></ul>	Sept. 2011 – Sept. 2014 Sept. 2013 – Sept. 2016
<b>Volunteer at the Children's Cancer Center of Lebanon (CCCL)</b> , Beirut, Lebanon	Oct. 2014 – April 2015
<ul style="list-style-type: none"><li>• Entertaining the children for 2 hours/week, and organizing activities for them.</li></ul>	