



LILIA RUSTOM

ليلى رستم

Mission Street, San Francisco, California, 94103
liliarustom@gmail.com
+1(415)481-5744 ♦ www.liliarustom.com
www.linkedin.com/in/lilia-rustom

Certificates & Awards

Finalist at the Ideathon of ArabNet Beirut 2017,

Habtoor Grand Hotel, Beirut, Lebanon

Feb. 2017

*Pitched **PhotoShooters**, a mobile application I created and designed, in front of a jury and a board of investors.*

Dean's Honor List, American University of Beirut

Fall 2016

Apple Certified, Final Cut Pro X,

Sept. 2016

Position Paper Award, Model United Nations,

Lebanese American University, Lebanon

May 2012

Hard & Soft Skills

Computer Skills and Softwares:

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

Additional Craft and Soft Skills:

- ♦ Leadership, project management, event organization;
- ♦ Design thinking, design research, experience design;
- ♦ 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
- ♦ Elementary knowledge in Spanish.

Hobbies and Activities:

- ♦ Scout Member and Leader of girls aged 6-12;
- ♦ Volunteer at the Children's Cancer Center of Lebanon;
- ♦ Hiking, camping, travelling, swimming, basketball.

Education

California College of the Arts, Masters of Design in Interaction Design, San Francisco, CA.

(Expected date of graduation: August 2018)

Sept. 2017– Present

American University of Beirut, Bachelor of Fine Arts in Graphic Design, Beirut, Lebanon.

Sept. 2013 – May 2017

Collège Notre Dame de Lourdes - Frères Maristes, French Baccalaureate Degree, Jbeil, Lebanon.

Sept. 1998 – June 2013

Professional Experience

MDes IxD Communications Assistant , California College of the Arts, San Francisco

Oct. 2017– Present

- ♦ Managed the exposure of the program on different digital platforms.
- ♦ Designed posters and invitations to several events and talks organized by the program.
- ♦ Collaborated with the chair person and other stakeholders on educational projects.
- ♦ Co-organized and planned a lectures series featuring successful and famous designers.

Interaction Design Consultant, Harrison Hotel, Oakland, California

Sept. 2017 – Dec. 2017

- ♦ Consulted for a housing community to improve interaction and communication systems.
- ♦ Conducted user research, prototyped and delivered a communication platform.

Art Director and Design Consultant, Center of Research and Innovation, Beirut, Lebanon

Nov. 2016 – May 2017

- ♦ Created the brand identity and user interface of several startup companies.
- ♦ Designed several posters for events hosted by the center.
- ♦ Consulted for startups and helped them consolidate their design and business strategies.

Head of «Publicity, Design, & Marketing», Rotary Youth Leadership Awards Conference, Lebanon

Oct. 2016 – March 2017

- ♦ Created the branding for the event, marketing, and social media.
- ♦ Designed interactive and promotional posts for marketing purposes on social media.

Co-founder, Art Director, and UI Designer at PreLemon, Beirut, Lebanon

June 2015 – Feb. 2017

- ♦ Co-founded a startup that provides high school students better professional orientation.
- ♦ Created the name and the brand identity of the startup.
- ♦ Designed the web interface and a few animations.

Creative Intern at Stark Design NY, Manhattan, New York

May 2016 – Aug. 2016

- ♦ Designed logos, animations, and book covers.
- ♦ Organized and created social media campaigns, and photoshoots.

Creative Intern at Creative Space Beirut, Beirut, Lebanon

June 2015 – Aug. 2015

- ♦ Designed web templates, sponsorship packages, brochures, and organized photoshoots.

Graphic Designer and Secretary of «Rotaract Club of AUB» & «AUB Scouts Club», Beirut, Lebanon

Sept. 2014 – May 2017

- ♦ Designed posters, invitation cards, and social media posts for the clubs.
- ♦ Managed the email, attendance, and organization of the meetings for the clubs.