



# LILIA RUSTOM

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## EDUCATION

**California Collge of the Arts**, Masters of Design in Interaction Design, San Francisco, CA.  
Sept. 2017– August 2018

**American University of Beirut**, Bachelor of Fine Arts in Graphic Design, Beirut, Lebanon.  
Sept. 2013 – May 2017

## PROFESSIONAL EXPERIENCE

**MDes IxD Communications Assistant**, California College of the Arts, San Francisco  
Oct. 2017– Aug. 2018

- ◆ Assisted the chair person on the visual aspect of educational projects.
- ◆ Managed the program's exposure on multiple digital platforms.
- ◆ Designed posters and invitations for all program's events.

**Design Consultant**, 14000hours.org, California  
July 2018 – Aug. 2018

- ◆ Designed the framework of a retreat for educational leaders aiming to make a radical change in the current educational system of the US.
- ◆ Assisted the organization's founders in creating the ideation and delivery process of the workshop.
- ◆ Delivered the plan of a two-day workshop matching the design thinking process.

**Interaction Design Consultant**, LifeLong Medical Care, Oakland, California  
Sept. 2017 – Dec. 2017

- ◆ Improved interaction and communication systems between the staff and the residents at Harrison Hotel, a housing community part of LifeLong Medical Care.
- ◆ Conducted user research and interviews to better understand the system.
- ◆ Delivered a communication platform in the form of an interactive analog pinboard.

**Art Director and Design Consultant**, Center of Research and Innovation, Beirut, Lebanon  
Nov. 2016 – May 2017

- ◆ Advised startups on their design and business strategies.
- ◆ Designed the brand identity and user interface for startup companies.
- ◆ Designed posters for events hosted by the Center.

**Co-founder, Art Director, and UI Designer**, PreLemon, Beirut, Lebanon  
June 2015 – Feb. 2017

- ◆ Launched a startup providing high school students with a fun twist to career orientation.
- ◆ Designed the name and brand identity of the startup.
- ◆ Designed the web interface and complimentary animations.

**Creative Intern at Stark Design NY**, Manhattan, New York  
May 2016 – Aug. 2016

- ◆ Strategized and managed social media campaigns and photoshoots.
- ◆ Designed logos, animations, and book covers.

**Creative Intern at Creative Space Beirut**, Beirut, Lebanon  
June 2015 – Aug. 2015

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

## TOOLS & SKILLS

### Softwares:

- ◆ Adobe Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Dreamweaver);
- ◆ Final Cut Pro X (Apple certified);
- ◆ Sketch, Principle, Framer, InVision, Arduino;
- ◆ HTML, CSS;
- ◆ Microsoft Office (Word, Excel, PowerPoint)
- ◆ Mac and PC literate;

### Languages:

- ◆ Fluent in English, French, and Arabic.
- ◆ Working knowledge of Spanish.

### Skills:

- ◆ Team leadership, project management, event organization, difficult conversation facilitation;
- ◆ Design thinking, systems thinking, user research;
- ◆ Prototyping, storytelling, concept sketching, user-testing, UX/UI design, mindmapping, wireframing, blueprints, user journeys;
- ◆ Video-editing, animation;
- ◆ Graphic design, typography, publication, etching, calligraphy, photography.

### Hobbies and Activities:

- ◆ Scout Leader (2012 – 2016) and Member (2001 – 2016) Scouts of Lebanon, Batroun, Lebanon
- ◆ Rotaract Secretary (2016 – 2017) and Pinned Member (2013 – 2017) International Rotaract Club of AUB, Lebanon
- ◆ Graphic Design and Videography Coordinator (2017 – 2018) International Rotaract District 2452
- ◆ Volunteer at Children's Cancer Center of Lebanon;
- ◆ Camping, travelling, swimming, basketball.

## CERTIFICATES & AWARDS

**Neighborhood Emergency Response Training (NERT)**,  
San Francisco Fire Department,  
June 2018

**Finalist at «Ideathon-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.*