

## Profile

Dania Khaled

Fluent in both English and Arabic languages

## Professional Education

**Master of Arts in Communication and New Media, class of 2010**

McMaster University in Hamilton, Ontario, Canada

**Bachelor of Fine Arts in Graphic Design, class of 2007**

Virginia Commonwealth University in Qatar

## Specialized Skills

- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- AfterEffects
- Final Cut Pro
- iMovie
- Garage Band
- Sound Peak Pro
- Fluency in writing and speaking English and Arabic

## Achievements

- Designed Droobi mobile app for diabetics, now used in hospitals and health centers across Qatar
- iTraffic, the mobile application I designed was downloaded by 90,000 people within two years.
- Lead the Salamtek Initiative, a national initiative tackling Distracted Driving in Qatar.
- Working with my team to achieve ISO 9001:2008 certification for Quality Management System in June 2014.
- I achieved early acceptance in the masters program in McMaster University with a full scholarship.
- I have worked with the Qatari military in redesigning their army band uniform design.
- Participated in the Virginia Commonwealth University in Qatar, ten year anniversary student panel discussion, as the moderator.
- My work was entered in the Annual Student Gallery in VCUQ.
- My work was published in a book named Hazawi Alheen, which discusses Qatar today.

## Work Experience

Feb 2016 - Present **Qatar University - SESRI, Qatar. Senior Data Dissemination Specialist**

Responsible for all communication & design related projects and day-to-day tasks. Creating marketing/communication strategies and applying them efficiently to achieve the needed results. Creating visual content for social media and all digital platforms. Managing the institute's website design, updates, and content creation. Designed the User Interface of the institute's mobile app, for employee use. Creating visual and publication designs serving the institute's needs, including books, reports, briefs, etc.

Mar 2012 - Jan 2016 **Qatar Mobility Innovations Center (QMIC), Qatar. Senior Communication & PR Specialist**

Created and lead marketing & PR strategies for QMIC and its solutions. Wrote PR stories and content for annual reports, websites, marketing material, animation scripts, interviews and for any other marketing purposes. Managed all four websites and social media pages for the center and its solutions, as well as created media campaigns for outreach purposes. Participated and organized launch events, workshops, press conference, television & radio interviews, and more. Supported the design team in any projects needed, as well as designing the user interface for mobile applications, such as Masarak's iTraffic & Salamtek apps.

Oct 2010 - Feb 2012 **Kempinski Residences & Suites, Qatar. Marketing & Public Relations Manager**

Responsible for any print or web design and directed any filming. Created marketing and PR strategies and implemented them. Planned and organize any event and ensured media coverage. Create PR stories to create exposure for the residence and its outlets.

Apr 2009 - Jan 2010 **ASPIRE Sport Academy, Qatar. Multimedia Consultant**

Created the website of the academy and worked with a team of web developers to complete the project. I was the main designer on the project and helped support the look, design, functioning and content of the website. I designed ASPIRE Academy's intranet and its applications, as well as maintained it. I consulted on video advertising and its editing.

Aug 2009 - Dec 2009 **McMaster University, Hamilton, Ontario, Canada. Teaching Assistant**

I instructed second and third year students in Typographic Imaging. This course taught students the importance of typography and how to best design it to get the desired results, in their projects. I trained students how to thoroughly use Adobe Photoshop and Illustrator, in addition to design terminology and theory.

Nov 2007 - Dec 2008 **Center for Research in Design, VCUQ, Qatar. Graphic Designer and Researcher**

Worked on research based design projects. Developing design systems, presentations, medals for the Qatari military and the brand identity for the Qatar military musical band.