

# Mazin Chabayta

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I am a multi-faceted, multi-talented hands-on design lead who approaches every software or hardware challenge through a design-infused lens. I draw heavily from my knowledge of Design Thinking and Leadership, Design for Innovation, Emerging technology and Making, to bring a holistic problem-solving approach to experience design.

## Work Experience

### Design Technologist | *wonderMakr* | July 2022 - present

- Utilize design thinking chops to solve software and hardware challenges in a multi-faceted role.
- Spearhead early project lifecycle stages such as pre-sales, pitch, conceptual and solution design, UI/UX, and visual design.
- Collaborate cross-functionally with designers, developers, and stakeholders to ensure project success from concept to completion.
- Hands-on technical contributions in front-end development, game design, electronics, and fabrication lab work.
- Push deep into R&D by researching and testing innovative ideas and actively participating in team brainstorming sessions to level-up creative and technical limits.

### Art Director | *US-UAE Business Council* | Aug 2020 - present

- Independently redesigned and managed WordPress website, enhancing user experience and improving information architecture.
- Developed and implemented custom CMS platform with branding materials, templates, and content to streamline content creation and maintenance.
- Provided hands-on art direction in brand development, UX/UI design systems, bilingual designs, and publication design to support the council's mission.

### Senior Designer | *Vividfix branding + consulting* | Jan 2021 - Jul 2022

- Developed innovative creative solutions for nationwide healthcare clients in US & Canada, delivering on-brand and compliant digital and print solutions.
- Collaborated with cross-functional teams to align all design solutions with brand guidelines, ensuring successful delivery of digital campaigns.
- Led the development of various digital interactive products to drive engagement and conversion rates by promoting positive customer experiences.

### Graduate Research Assistant | *OCAD University* | Jan 2019 - Aug 2020

- Provided technical and conceptual advice to clients of the MakerLab and managed all tools and facilities offered.
- Effectively taught students how to design, build, test, and iterate prototypes using complex machines and equipment, while emphasizing safety as a top priority.
- Designed remote e-learning approaches for the delivery of the Creation and Computation to help students explore before working with actual electricity.

### Design Consultant | *Tawazun Economic Council* | Mar 2018 - Jun 2018

- Spearheaded enhanced visual communication guidelines, elevating internal and B2B communications strategy for the client's team.
- Mentored the team in fundamental design tools, including typography, design thinking, and user-centered design, resulting in a significant improvement in design quality.
- Developed a comprehensive design toolkit, including PowerPoint templates, infographics, and knowledge-sharing resources, to enable the client's team to create high-quality visual materials independently.

### Design Consultant | *DarkMatter* | Feb 2016 - Feb 2018

- Developed and facilitated a comprehensive 1-year design training program for new hires, cultivating a talented and well-equipped team of designers.
- Led and collaborated with the design team to develop engaging interactive communication and informational products, achieving impressive project outcomes.
- Managed and operated the client's in-house print and digital media production center, overseeing the timely delivery of high-quality materials and optimizing efficiency.
- Provided expert creative direction to a team of 9 designers/developers, fostering effective collaboration and maintaining transparent communication with stakeholders.

### Senior Graphic Designer | *CyberPoint International* | Sept 2012 - Feb 2016

- Built the design department from the ground up, leading the hiring process and championing design excellence throughout the organization.
- Worked directly with senior leadership to develop and implement a visual communications strategy aligned with business objectives from day one.
- Developed and implemented a comprehensive training program for the design team, setting clear growth metrics for team members and the department.

## Exhibitions

**Gradex 2020** | Virtual | 2020

**CyberHaze 2020** | Virtual | 2020

**Digital Futures Exhibition** | **OCADU** Toronto | 2020

## Knowledge-Share Initiatives

**Maker's Manual** | Online | 2020

**Liberated Debris: Roots Manual** | Online | 2020

**Liberated Debris: Hex Manual** | Online | 2020

## Education

**Master of Design** in Digital Futures

**OCADU** Toronto | Sept 2018 - May 2020

**Bachelor of Fine Arts** in Visual Communications

**AUD** Dubai | Jan 2006 - May 2010

## Skills

Design thinking; Strategic design; Creative Direction; Art Direction; User-centered design; Respectful Design; Visual design; Experience design; Graphic design; Design Leadership; Workshop Facilitation; Design Training & Mentorship; Team Growth Specialist; Digital Transformation; Storytelling design; UI/UX design; Customer Experience; Web design; Mobile design; Phygital design; Rapid prototyping; Digital-Physical; Responsive design; Interaction design; Immersive Design; Creative technology; Information architecture; Prototyping; Wireframing; Design systems; Branding; Typography; Color theory; Iconography; Illustration; Animation; Front-end development; HTML; CSS; JavaScript; WordPress Development; Video & image editing; Dall•E; Image diffusion; Adobe Creative Cloud; Figma; Electronics; Physical computing; Woodworking; Wearables; Circuits; 3D printing; Laser cutting; Cross-functional collaboration; Project management; Agile methodology; Adobe Creative Suite; Strategic planning; Creative problem-solving; UX Research; A/B testing; Usability testing; Journey mapping; Brand management; Email design; Digital marketing; Social media; Content creation; After Effects; and always learning more.