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# Alia ElKayar

Interaction Designer

## Summary

The nature of my Interaction Design degree exposed me to different fields and developed my interest in new technologies and visual design, and how they can be used to help and connect people. One of the reasons I pursued this degree was to develop a new mindset and gain a new perspective whether through tackling projects or interacting with people from different backgrounds. I believe that this experience of discovering people and communicating with them is a key feature for success.

## Languages

Arabic (Native Proficiency)  
French (Bilingual proficiency)  
English (Full professional proficiency) **IELTS 7.0**  
**TOEIC 945**  
Spanish (Elementary proficiency)

## Technical Knowledge

### Software

Sketch, Principle, 3DS Max, Adobe XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Millumin.

### Programming

HTML, CSS, Processing, Arduino.

### Skills

Leadership, Public speaking, Team working, Time management, Willingness to learn.

## Hobbies

Adventure traveling & exploring foreign cultures, Illustration, Outdoor recreation.

References available upon request

## Education

- 2019 - 2021 • L'École de design Nantes Atlantique, France  
**Master's Degree in Design Management & Innovation Block release training course**
  - A significant portion of the work time takes place in the workplace at **Landor** Paris.
  - Partnership project with **La Sauvegarde de l'Art Français** foundation and **La Caisse d'Épargne Bretagne Pays-de-Loire**, as part of **Le Plus Grand Musée de France** project. First place prize for a group project aiming to enhance the Merovingian sarcophagi of Vertou, which have been selected for restoration.
  - Studied marketing, economics, project management, communication and law.
- 2017 - 2019 • L'École de design Nantes Atlantique, France  
**Bachelor's Degree in Interaction Design**
  - Studied UX/UI design, auditing, scrum, web design, front-end web development and programming, wordpress, wireframing, ergonomics, 2D/3D computer graphics, sound design, game design, scenography, projection mapping, history of the HMI and history of Arts, fine arts, illustration, audiovisual, written and oral communication, marketing.
  - Partnership projects with companies such as **Nantes Ville et Métropole** and **Arkea**.
- 2016 - 2017 • L'École de design Nantes Atlantique, France  
**Foundation year in Design**
- 2003 - 2016 • Lycée Français MLF d'Alexandrie, Egypt  
**High school diploma in Sciences**
  - School's students representative in High school for three years.
  - Events planner, organiser and host.
  - Participated in 6 Model United Nations conferences, in Alexandria, Cairo and Paris in the UNESCO. Secretary general for the first Lycée Français d'Alexandrie Model United Nations conference, gathering five high schools from Alexandria and Cairo.

## Design Experience

- Aug. 2021 - Present • Egypt & France  
**Freelance UX UI and Brand designer**  
Working for clients like MeltingSpot (Community builders' platform - Startup), Masader (Environmental and Energy Services) and DAYNIGHT (events agency).
- Sep. 2019 - Sep. 2021 • Remote - Paris, France  
**Designer at Landor and Fitch (formerly Landor) - VMLY&R - WPP**
  - Working among the creative team on various branding projects.
  - Packaging design for air and fabric fresheners, cosmetics, victuals and other.
  - Digital design, guidelines, motion graphic animations, pattern illustrations...
- May - Nov. 2020 • Remote - Egypt  
**Cairo Designathon and Cairo Design Awards**  
Second-place prize winner. Worked on a two-day project in a team of designer to find a design solution for a safer retail experience after the pandemic: Salaam, a brand new ecosystem in supermarkets, that is easy-to-implement, fast and pragmatic.
- Sep. - Oct. 2018 • Dubai, United Arab Emirates  
**Internship at Superunion - WPP**  
Worked with the team on branding projects, from strategy to design finalisation.
- 2017 - 2018 • France  
**Hackathon contests and WorldSkills Championship**
  - Worked on a two/three-day project among a diverse team to find a design solution. Hackathons with La Caisse d'Épargne Bank and i-Banque Populaire.
  - Participated in the WorldSkills championship Pays de la Loire as a web designer.

## Work Experience

2015 - 2017 • Alexandria, Egypt

### Part-time Employee in RM Events

A medical conference organisation agency. Worked along side both design, web and marketing teams. Worked and participated in the organisation of 6 conferences.

Jul. - Aug. 2018 • Alexandria, Egypt

### El Kayar Trading, Engineering & Agencies

Worked at a leading importer of chemicals in the Egyptian market to understand business markets, their process and strategy.

Jan. 2016 • Lycée Français MLF d'Alexandrie, Egypt

### LFA Model United Nations

Secretary general for the first Lycée Français d'Alexandrie Model United Nations conference, gathering five high schools from Alexandria and Cairo.

Jun. - Jul. 2015 • Alexandria, Egypt

### Nursery teacher assistant in Fame Nursery

2014 - 2016 • Egypt

### Benebny Hayah & Gawaheer Al Hayah

Volunteered in humanitarian aid, poverty alleviation, education and awareness campaigns.

Feb. 2013 • Alexandria, Egypt

### Internship at Maersk & Seago Line

First internship in container shipping company. Discovery of the professional world.



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