

Tarek Fahmy

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portfolio: <http://www.ConceptualDesign.net>

blog: <http://www.ConceptualDesign.net/blog>

Professional Summary

- Proficient in Adobe CS4 - CS5 Master Suite software, Final Cut Studio 2, Audacity, and Garage Band
- Expertise with xHTML, CSS, Flash Animation, Word Press
- Experience working with PHP, Action Script, j-Query, and JavaScript
- Highly skilled in photography, animation and multimedia production
- Experience in research, writing, and client presentations



Education

Pratt Institute, New York, NY

Master of Science in Communications Design (Digital Design)

School of Visual Arts, New York, NY

BFA in Painting & Multimedia

Professional Experience

Independent Consultant, New York, NY

06/2001 - Present

Web/Graphic Designer

- Built web sites from conception to production producing wireframes, work flows, persona studies, storyboards, prototypes, and final products
- Responsible for front end-design (*User Centered UX Design*) as well as some back-end coding (*Clean & Efficient*)
- Worked with clients to develop a suitable identity and brand for their products
- Collaborated with a team of designers and programmers for specific projects

Clients & Projects:

Cross Egypt Challenge, Cairo/Alexandria, Egypt

05/2011 - Present

Consultant

Links:

- » <http://www.crossegypchallenge.com/>
- » http://www.conceptualdesign.net/pdf/cross_Egypt_1.pdf
- » <http://www.bbc.com/travel/blog/20110729-riding-cross-country-for-egyptian-tourism>

- Responsible for maintaining a consistent look and feel for all marketing materials
- Conducted meetings with managers, designers, print houses, and newspapers to ensure a consistent usage of 'text and image' throughout any of Cross Egypt Challenge collateral
- Designed flyers, posters, car and bus insignia, brochures, and large outdoor banners

Environment: Adobe Illustrator, Adobe Photoshop, and Adobe Dreamweaver

E*TRADE Financial, Jersey City, NJ

09/2010 - 03/2011

User Experience Architect

Links:

- » <http://www.etrade.com>
- » http://www.conceptualdesign.net/pdf/language_selection_research.pdf
- » http://www.conceptualdesign.net/pdf/My_Etrade_Heuristic.pdf

- Articulated concepts through illustrations, sketches, mock-ups, wireframes, workflows, and rapid prototypes
- Worked on Etrade's mobile application for the iPhone and Etrade's website
- Conducted extensive research based heuristics & competitive analyses
- Educated product managers and programmers on usability engineering best practices

Environment: Adobe Illustrator, Adobe Photoshop, and Adobe Flash.

Urban Pixey

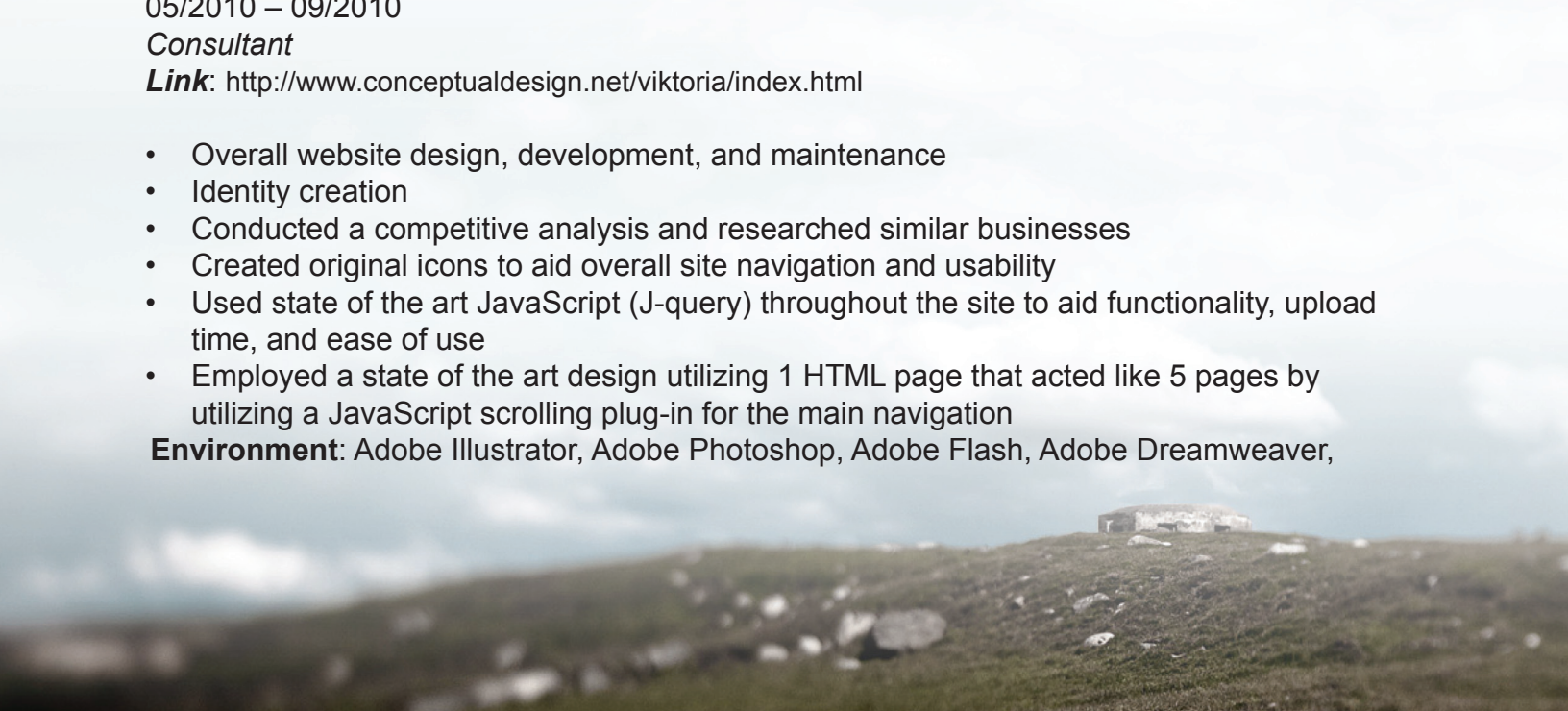
05/2010 – 09/2010

Consultant

Link: <http://www.conceptualdesign.net/viktoria/index.html>

- Overall website design, development, and maintenance
- Identity creation
- Conducted a competitive analysis and researched similar businesses
- Created original icons to aid overall site navigation and usability
- Used state of the art JavaScript (J-query) throughout the site to aid functionality, upload time, and ease of use
- Employed a state of the art design utilizing 1 HTML page that acted like 5 pages by utilizing a JavaScript scrolling plug-in for the main navigation

Environment: Adobe Illustrator, Adobe Photoshop, Adobe Flash, Adobe Dreamweaver,



XHTML, JavaScript, CSS, PHP, and ActionScript

Little Plane

02/2010 – 05/2010

Consultant

Link: <http://www.conceptualdesign.net/insidePages/littlePlane.html>

- Application workflow
- Audio Editing to insure quality and clarity
- Navigation features: placing a bread crumb-trail navigation / guide below the main top left buttons
- Usability issues: fading out the unused main navigation and other unused buttons to 40%, implementing tool tips to inform the end-user of certain application functions, suggesting a stronger rollover colour for visibility and usability issues, and aiding in overall usability, readability, and functionality
- Producing the Flash prototype: translating the Illustrator storyboards and renderings into an online ready Flash animated prototype

Environment: Adobe Illustrator, Adobe Photoshop, Adobe Flash, and Soundtrack Pro

Pandora Internet Music Radio

01/2009 – 06/2009

Pratt Project & Project Pitch

Links:

- » <http://www.vimeo.com/27778931>
- » http://www.conceptualdesign.net/pdf/Pandora_InterfaceDesign.pdf
- » <http://www.conceptualdesign.net/pdf/PandoraProposal.pdf>
- » <http://www.conceptualdesign.net/pandora/pre-profile.html>

- Managed a team of designers to create this impressive redesign, prototype, and pitch
- Created a fresh and progressive concept for <Pandora.com> based on a modern interpretation of the ancient Greek Pandora myth
- Applied usability standards in redesigning Pandora's music player using a colour coding system, original iconography, and an intuitive interface
- Created wireframes for Pandora's Flash music player
- Created a Flash prototype for Pandora's new music player
- Redesigned Pandora's website, a two page prototype
- Led the team in round table conceptual sessions regarding the new identity, design, branding and marketing campaign
- Researched Pandora's history and competitors and compiled a SWOT analysis, target audience list, and a competitive positioning brief
- Pitched the project in a classroom setting via a keynote presentation
- Pitched the project to Pandora's owner Tim Westergren via email

Environment: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Adobe Flash



NAVICOMM

09/2007 – 12/2007

Pratt Project

Links:

- » <http://www.vimeo.com/27684930>
- » http://www.conceptualdesign.net/pdf/naviCOMMdesignPROCESS_.pdf
- » <http://www.conceptualdesign.net/pdf/pda-wireframes-New.pdf>
- » <http://www.conceptualdesign.net/insidePages/pda.html>

- Designed a prototype from conception to production of a mobile device
- Conducted a thorough competitive analysis
- Created a product name that conceptually fit the PDA's overall purpose; NAVIcomm is short for navigation and communication
- Wrote a sequential narrative & a persona study for the PDA, imagining how a potential user would operate the phone. That script became the foundation for the final prototype
- Original artwork: identity, shell design, icon design, sound effects, flash animation, map rendering, video, and a short logo animation soundtrack
- Created detailed annotated wireframes using the previously written scenario
- Created a storyboard that was later to be exported into Flash for the final animation
- Built and animated the interactive wireframe in Flash
- Presented the final product in a Pratt end of the semester exhibition

Environment: Adobe Illustrator, Adobe Photoshop, Adobe Flash, GarageBand, Audacity, Soundtrack Pro, and Final Cut Pro

Grand Egyptian Museum

01/2007 – 06/2007

Project Pitch

Link: <http://www.conceptualdesign.net/insidePages/gem-branding.html>

- Created the identity and branding to pitch for this museum that is slated to open in Cairo in the near future
- Contacted the architects, Heneghan Peng, to ask for High-res images and to do further research about the architecture's overall concept
- Combined the ancient with the modern in the theme and vibe of the branding and the identity
- Extensively used Adobe Photoshop and Illustrator in executing the work
- Presented and pitched the project to the architects via email and phone and pitched the project in Egypt during the summer of 2007

Environment: Adobe Illustrator and Adobe Photoshop

Bonnuit

09/2006 – 12/2006

Pratt Project

Links:

- » <http://www.conceptualdesign.net/insidePages/bonnuit-branding.html>



» <http://www.conceptualdesign.net/pdf/Bonnuit-StyleGuide.pdf>

- Designed a Modular Product, It's Identity, Branding, and Its Corporate Style Guide
- Created an original modular product, its name, its identity and its branding
- Designed its marketing posters, letterhead, and website
- Created an easy to follow corporate style guide for the product

Environment: Adobe Illustrator, Adobe Photoshop, and Adobe InDesign

Wincey Terry

12/2005 – 06/2007

Consultant

Link: <http://www.conceptualdesign.net/wincey/>

- Designed and developed website from conception to production, webmaster, and graphic designer
- Identity creation
- Extensively worked and communicated with the client throughout the design and development process
- Built the client 2 micro sites compromising the entire site; one for her entertainment business and the other for music assembly program

Environment: Adobe Illustrator, Adobe Photoshop, Adobe Flash, and Adobe Dreamweaver, XHTML, JavaScript, CSS, CGI Script, and ActionScript

Kamari Village

05/2001 – 05/2007

Consultant

Links:

- » http://www.conceptualdesign.net/Kamari_v2/
- » http://www.conceptualdesign.net/Kamari_v4/
- » http://www.conceptualdesign.net/pdf/KamariVillage_caseStudy_lowres.pdf

- Designed and built this Greek based client four websites
- Designed and built a multi-page newsletter for the client
- Worked closely with the client to create the branding, identity, newsletter, and websites
- Travelled to Naxos Greece to conduct research
- Photographed all villas for the promotional and web site design purposes
- Maintain website and monthly newsletter

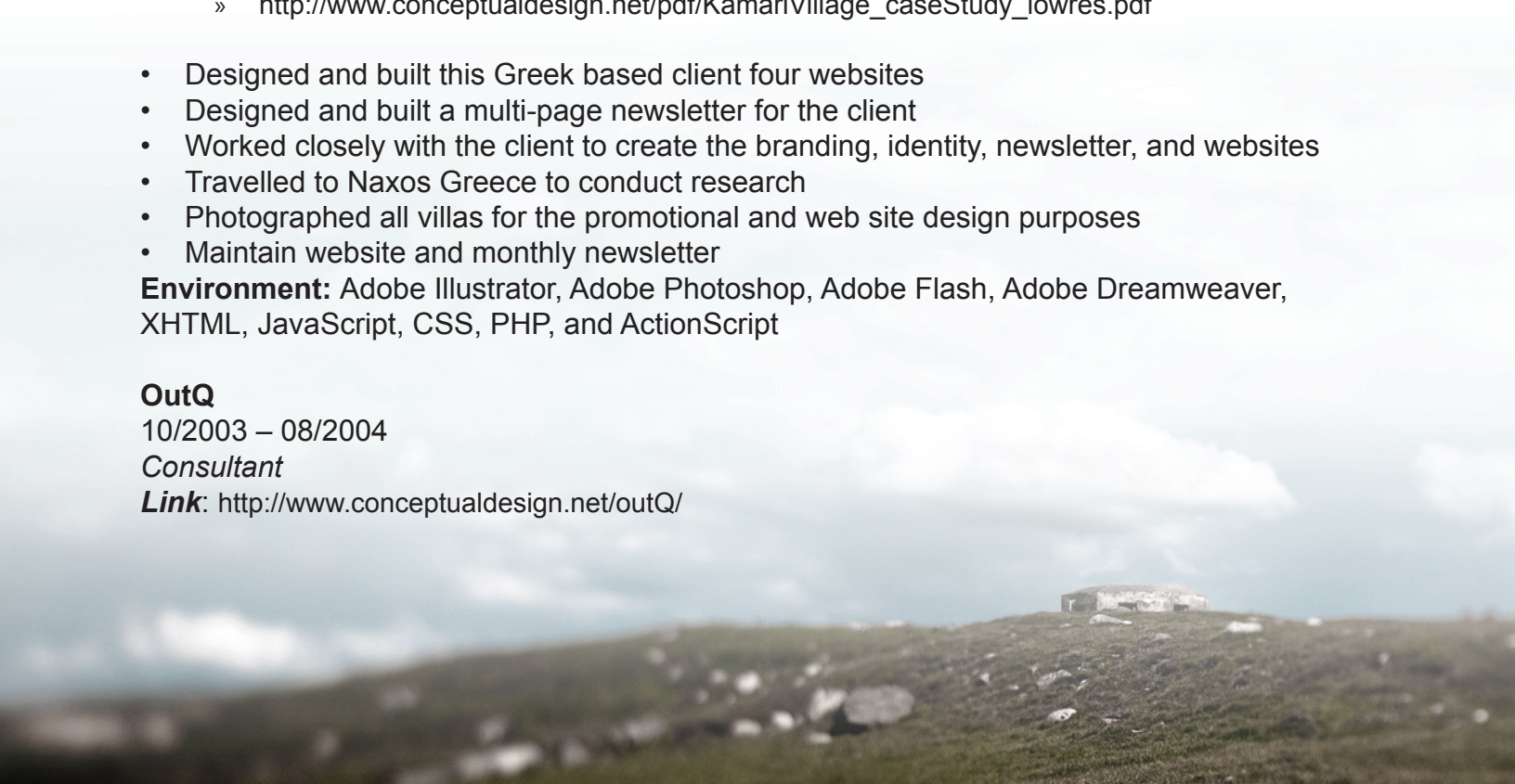
Environment: Adobe Illustrator, Adobe Photoshop, Adobe Flash, Adobe Dreamweaver, XHTML, JavaScript, CSS, PHP, and ActionScript

OutQ

10/2003 – 08/2004

Consultant

Link: <http://www.conceptualdesign.net/outQ/>



- Responsible for overall website design and art direction
- Identity creation
- Extensively worked and communicated with the client throughout the design and development process
- Worked and collaborated with a team of stakeholders, coders, and marketers in executing the vision of the website

Environment: Adobe Illustrator, Adobe Photoshop, Adobe Flash, and Adobe Dreamweaver, XHTML, JavaScript, CSS, CGI Script, ActionScript

United Tribe

2002 – 2003

Consultant

Link: <http://www.conceptualdesign.net/unitedTribe/>

- Designed and developed the website from conception to production
- Identity creation
- Extensively worked and communicated with the client throughout the design and development process

Environment: Adobe Illustrator, Adobe Photoshop, Adobe Flash, and Adobe Dreamweaver, XHTML, JavaScript, CSS, CGI Script, ActionScript

Pratt Institute, New York, NY

01/2008 – 05/2008

Professor Assistant

- Assisted Professor Tom Klinkowstein in teaching the Graduate Digital Design course
- Ran demos on how to use Final Cut Pro, Garage Band, Soundtrack Pro, Audacity, Dreamweaver, and Flash
- Assisted students on a one to one basis and answered technical and creative questions
- Prepared final work for school wide exhibit

GT Solutions, New York, NY

11/2003 – 11/2005

Web Design Teacher

- Wrote and implemented a curriculum for a web design class
- Taught pupils how to use Flash, HTML, CSS, JavaScript, and web design
- Instructed students how to use Adobe Dreamweaver, Flash, Photoshop, and Illustrator
- Lectured about the business interactions conducted when setting up a web site

Languages

English, French, and Arabic

