



Joyce Abbo

UX/UI Designer

London, UK

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Links

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Languages

French (Fluent)

Arabic (Native)

Spanish (Work Proficiency)

English (Fluent)

About

A quadrilingual Graphic Designer and User Experience (UX) Designer striving to make UX transcend the digital world to encompass a plethora of human experiences. Previously working in the Advertising world has honed my communication skills, laid within me a foundation of flexibility, unquenchable ambition and leadership. My degree has offered me a balance between theoretical skills and studio practice that equips me for a position with challenging projects focused on usability and accessibility.

BRANDS WORKED WITH

- BEYMUN
- International Journal of Surgery Case Reports
- Nobrand Agency
- Publicis Groupe
- Sandy Tabet Jewellery
- Wunderman Thompson
- ZUHAIR MURAD

Experience



● Graphic Designer

Wunderman Thompson | Dec 2019 - Mar 2021

Designed promotional advertising campaigns and created day-to-day social media content for STC, a leading telecom company in Saudi Arabia.

● Illustrator

International Journal of Surgery Case Reports | Jul 2019 - Aug 2019

Illustrated a detailed anatomical diagram depicting the closure of esophageal layers for a case report written by Dr. Degheili and Dr. Hallal.



● Graphic Design Intern

ZUHAIR MURAD | Feb 2019 - Mar 2019

Retouched images and developed content for social media platforms (video montages and animations) and layouts for Vogue Magazine.



● Graphic Design Intern

Nobrand Agency | Jun 2018 - Jul 2018

Built the brand identities for F&B and corporate businesses and assisted the founder in managing events at the Blue House.

● Graphic Designer

BEYMUN | Feb 2018 - May 2018

Designed the cover of the folders, notepads and certificates used in the conference.



● Graphic Design Intern

Publicis Groupe | Jan 2018 - Feb 2018

Created advertising content for different media such as flyers, table tents, catalogs and twitter banners for Zaatara w Zeit, a Lebanese international restaurant.

● Graphic Design Freelancer

Sandy Tabet Jewellery | Jul 2018 - Oct 2018

Created the brand identity and art-directed the Sandy Tabet "Black Roses" Collection.

Education & Training

- 2021 - 2022 ● **Kingston University**
Master of Science, User Experience Design
- 2016 - 2019 ● **American University of Beirut**
Bachelor of Fine Arts, Graphic Design
- 2013 - 2016 ● **Grand Lycée Franco-Libanais de Beyrouth**
French Baccalaureate, Scientific