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📍 Marblehead, MA

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## Skills & Attributes

- Design Direction
- Brand Creation & Development
- Brand Standards & Guidelines
- Visual Communication
- Technical Illustration
- Concept Development
- Exhibit Design & Event Management
- Market & Trend Research
- Technical Documentation
- Managing Tight Deadlines
- Project Management
- Detail-Oriented and Consistent

## Technical Proficiency

- Print & Digital Media
- 3D Animation
- 2D & 3D Illustration
- Audio & Video Editing
- Photography

## Software Proficiency

- Foundry Modo / Very Proficient
- 3ds Max / Intermediate
- Adobe Creative Suite / Expert
- MS Office / Proficient
- Windows & Macintosh OS / Expert

## Language Proficiency

- English: fluent
- French: fluent
- Arabic : fluent
- Turkish: conversational

## Education

Bachelor of Science in Industrial Design  
Wentworth Institute of Technology, Boston, MA

Online Portfolio: [www.mar1.com](http://www.mar1.com)

## Summary

Design director with an expertise in visual communication and creative project management. Demonstrated expertise in the development of impactful visuals and user-empathic experiences, with extensive experience in growing brands and maintaining corporate visual standards. Focused, versatile with intrinsic situational awareness. Always keen to contribute and share knowledge, with a continuous desire to learn.

## Career Experience

**Principal** • Sonaar Methodology, LLC, Marblehead, MA | 2013 - Current

Design and multimedia contractor/consultant for companies such as Staples, Philips, and Dell. Oversee and engage in directing and implementing initiatives in all the design and development phases.

- Grow brands and curate product lines
- Ideate and Conceptualize consumer products
- Develop 3D CAD databases, prototypes, renderings and animations
- Produce multimedia audio-visual content
- Design exhibit booths & manage construction

**Consultant** • Staples, Inc., Framingham, MA | 2014-2019

Engaged as a consulting design director to assist the company during a transitional phase. Actively involved in the design and development of in-house products, as well as the Staples visual brand language.

- Directed projects in all phases of the design process
- Worked closely with leadership on design initiatives
- Engaged in assortment and brand development
- Collaborated with vendors and contractors
- Participated in the development of more than 50 products currently on sale

**Director of Global Branding** • KIC Ventures, Malden, MA | 2008-2013

Created and developed the company brand, Played a key role in transforming the company into a \$30+ million contender in the orthopedic device field.

- Established and managed the company brand
- Developed and coordinated 2D & 3D illustrations and animations
- Executed exhibit booth design and development
- Directed trade show and event logistics to assure seamless execution
- Oversaw and directed all product photography and documentation

**Senior Designer/Principal** • Tool, Inc., Marblehead, MA | 2001-2008

Contributed to the design and development of devices and products in the industrial, consumer electronics, sports equipment and medical fields.

- Conducted market and user research
- Generated concept sketches
- Created breadboard models and prototypes
- Created 3D CAD databases for product development and prototyping

