

RENAE ELKASSIH

SERVICE + UX DESIGNER

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EDUCATION

POLITECNICO DI MILANO

OCT 2019 - PRESENT | MILAN, IT
Masters in Service Design

SOUTHERN METHODIST UNIVERSITY

SEPT 2018 - MAY 2019 | DALLAS, TX
Certificate in User Experience + Design

DALLAS COUNTY COMMUNITY COLLEGE

JULY 2017 - MAY 2018 | DALLAS, TX
Digital Art + Graphic Design

UNIVERSITY OF TEXAS AT AUSTIN

MAY 2012 | AUSTIN, TX
B.A. in Psychology
Minor in English
GPA 3.54, Cum Laude Honors | Dean's List

SKILLS

Adobe Creative Suite CS4 - CC
Invision
Principle
Final Cut Pro X
Microsoft Office
Agile UX
Prototyping + Wireframing
User Research/Testing Methods
Basic HTML, CSS
Cross-functional Collaboration

AWARDS

EL CENTRO COLLEGE | BIG DREAMS 2018
1ST Place: Digital Art
Honorable Mention: Painting

DESIGN EXPERIENCE

SERVICE DESIGN LAB + H-FARM | Service Designer + Researcher

Oct 2019 - Present | Milan, IT

Designed research, design strategy and artifacts for both primary and secondary research, ideation, and prototyping of two different services, which have both been selected for mentorship through H-Farm.

SOUTHERN METHODIST UNIVERSITY | UX Designer + Researcher

Sept 2018 - May 2019 | Dallas, Texas

Designed and researched original mobile application for artisan coffee. Conducted design studios, workflows, stakeholder maps, personas, user journeys, wireframes, prototypes, field research and user interviews, designed UI and AR features.

FREELANCE | Graphic Designer

May 2017 - Present

Design logos, album covers, menus, ads, brand guidelines and infographics using Adobe Creative Suite.

MAGNOLIAS SOUS LE PONT | Graphic Designer + Barista

May 2018 - September 2019 | Dallas, Texas

Designed menu boards increasing readability and visual appeal. Maintained high level of service, attention to detail and teamwork in fast-paced environment.

AGENCY ENTOURAGE | Creative Design Intern

May - August 2018 | Dallas, Texas

Designed ads for digital billboards, social media and client websites. Created and edited promotional videos with Final Cut Pro X. Created and scheduled new content for 5+ content calendars. Wrote original copy for blogs, ads and products, including trademarked nomenclature.

OTHER EXPERIENCE

SUN HOLDINGS, INC. | Corporate Legal Analyst

June 2012 - June 2015 | Dallas, Texas

Hired and managed all outside contractors needed to acquire commercial building permits for 40 new restaurants in TX, FL and OK. Managed the production of due diligence for \$155M loan refinancing. Hired and trained legal interns & personal assistant. Formed and maintained 120+ U.S. corporations, LLCs and LPs.