



Shahd Zubier

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shahdzubier.com

Education

Rochester Institute of Technology

MFA Industrial Design, May 2019
GPA 3.94

BFA Graphic Design, May 2017
GPA 3.83
Dean's List

Experience

Product Concepts & Creative Design Lead | *GIL Business Incubator*

Feb 2022 - Present

Branding and identity, as well as web and social development support.

Senior Associate Manager of Innovation & Design | *Goody*

July 2021 - Present

New product development, sensory design, concept design and testing. Developing new and innovative product solutions that appeal to our consumers. Led structural packaging and artwork design projects.

Product Designer | *Uvera*

Feb 2021 - May 2021

This role includes market research, prospective customer outreach, concept generation, ideation, and user-centric product design.

Adjunct Professor | *Rochester Institute of Technology*

Fall 2019 - Spring 2020

Taught in both Industrial Design and Graphic Design Departments, with a focus on graphic tactics and information design.

Design Autopsy | *Rochester Institute of Technology*

Fall 2018

Curator, graphic designer, served as a liaison between the department and participating alumni.

Awards

Second Place

Gaia Group Dinnovation

Student Design Competition 2018, Chicago

Honorable Mention

International Housewares Association

Student Design Competition 2018, Chicago

Skills & Programs

Ideation	Fusion 360
Design Thinking	Adobe Illustrator
Problem Solving	Adobe InDesign
Embrace Teamwork	Adobe Photoshop
Communication	Adobe After Effects
Furniture Design	
Human-Centered Design	