



FARAH ELABD

PRODUCT DESIGNER



farah-elabd.com



(647) 537-7945



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Profile

Recent Industrial Design graduate with hands-on experience from a dynamic internship and a background in sales. Skilled in creating innovative designs, prototyping, and understanding user needs. Demonstrates strong communication and problem-solving abilities, with a proven track record in client interactions and project management. Eager to leverage design expertise and sales experience to contribute to impactful design solutions.

Education

2020-2024

Bachelor of Industrial Design

Carleton University

Languages

Arabic

English

French

Skills



Figma



Photoshop



Aftereffects



Illustrator



Indesign



Premiere



AdobeXD



Fusion360



SolidWorks



Keyshot



Blender

Work Experience

Expert- Apple Canada

Ottawa, ON Feb 2025-Current

- Provide tailored solutions and technical guidance to customers, ensuring an exceptional Apple experience.
- Mentor and support the sales team by sharing product knowledge, best practices, and sales techniques.
- Collaborate with team members to meet sales and customer satisfaction goals.
- Conduct product demonstrations, highlighting key features and ecosystem benefits.

Research Assistant - Carleton University

Ottawa, ON Jan 2025- Current

- Conducted user research, including surveys, interviews, and usability testing, to gather insights on user behavior and needs.
- Analyzed qualitative and quantitative data to identify trends and inform design decisions.
- Assisted in developing wireframes, prototypes, and user flows to improve product usability.
- Collaborated with cross-functional teams to translate research findings into actionable design solutions.
- Synthesized research findings into reports and presentations for stakeholders.
- Ensured research methodologies aligned with human-centered design principles and UX best practices.

Freelance UX/UI Designer - Culina.AI

Ottawa, ON Sep 2024 - Current

- Created and maintained design systems to ensure consistency across the product.
- Iterated on designs based on user feedback, analytics, and A/B testing results.
- Presented design concepts and research findings to stakeholders, advocating for user-centered design solutions.

Specialist- Apple Canada

Ottawa, ON May 2024-Feb 2025

- Provided exceptional customer service by offering expert advice and guidance on Apple products, including iPhones, iPads, Macs, Apple Watches, and accessories.
- Conducted personalized product demonstrations to showcase features, functionality, and benefits, ensuring customers have a thorough understanding of how to use their devices.
- Collaborated with team members to achieve sales targets and contribute to the overall success of the retail store.



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Manager on Duty - Rogers Canada

Ottawa, ON April 2022- May 2024

- Achieved monthly sales goals by promoting product benefits and enrolling new clients.
- Retained excellent client satisfaction ratings through outstanding service delivery.
- Trained and mentored new sales representatives.
- Increased sales by offering consultation on products and services and applying customer service and upselling techniques.
- Organized sales paperwork, presented proposals and finalized contracts.
- Attended advanced training sessions and conferences to increase product knowledge and productivity.
- Assisted in product placement and visual merchandising, maintaining attractive and inviting appearance.

Industrial Design Intern - CERC@MARC

Hamilton, ON May 2023- October 2023

- Contributed to brainstorming sessions and collaborated with the design team to generate innovative product concepts
- Utilized design software (e.g., Solid Works, Rhino) to create accurate 3D models and realistic renderings of product concepts.
- Conducted research on materials suitable for product design, considering factors such as durability, cost, and aesthetic appeal
- Assisted in preparing and delivering design presentations to internal teams and stakeholders, effectively communicating design concepts and rationale.
- Managed multiple design tasks and projects simultaneously, demonstrating effective time management and prioritization skills.

Student Ambassador and Portfolio Reviewer - Carleton University

Ottawa, ON Sep 2022- May 2024

- Represented Carleton University at various events, including open houses, campus tours, and orientation sessions, providing prospective students and their families with insights into university life and academic programs.
- Conducted engaging and informative campus tours, highlighting key facilities, resources, and opportunities available to students, and answering questions to ensure a comprehensive understanding of the university experience.
- Assisted in organizing and executing recruitment events, collaborating with university staff and fellow ambassadors to create a welcoming and informative atmosphere for visitors.
- Provided personalized support and guidance to prospective students, sharing personal experiences and offering advice on admissions, campus life, and academic programs.
- Reviewed and provided constructive feedback on prospective students' portfolios, assessing the quality, creativity, and alignment with program requirements to help them strengthen their applications.
- Facilitated workshops and information sessions focused on portfolio development, offering tips and best practices to prospective students aiming to apply to design and arts programs.