

Heba Daghistani

RESEARCH & PROCESS - BASED DESIGNER

M: +31 6 26 53 01 31 (NL) | +971 56 3702720 (UAE)

Portfolio

www.hebadaghistani.com

Podcast

<https://storiesofmeshwar.com>

Email

hsdaghistani@gmail.com

Summary

I hold a master's in Situated Design and extensive experience creating customer – and cultural-centred solutions. My expertise lies in leading design projects from start to finish, ensuring that the user experience is impactful and strategic, backed by research-driven approaches. I am passionate about crafting narratives and outcomes that enhance user experiences, using context-driven design strategies. My goal is to work collaboratively with a team, guiding projects from inception to implementation, with a focus on creating meaningful and impactful services.

Experience

Design in-Relation

FOUNDER | NL

15TH APRIL 2024 - PRESENT

Meshwar Podcast

FOUNDER | NL

24TH JANUARY 2024 - PRESENT

- Ground Shifting and Situated Design methodologies for in-depth research, creating engaging and relatable content.
- Spearheaded the podcast's auditory experience design, focusing on immersive storytelling through sound.
- Led the visual and brand strategy, ensuring a cohesive user experience across all touchpoints.

Independent Designer

DESIGNER | RMEOTE

1ST SEPTEMBER 2020 - 15TH APRIL 2024

- Specialized in the development of design strategies, facilitating the delivery of comprehensive design solutions that address complex user needs.
- Managed end-to-end design projects, from research and concept development to implementation, across various industries including education, technology, government sectors and start-ups.
- Fostered collaborative partnerships to enhance service delivery, applying situated design principles to ensure contextually relevant solutions.

H2rdesign

LEAD DESIGNER | REMOTE

4TH MAY 2021 - 6TH MAY 2024

- Developed and implemented brand and design strategies, enhancing brand visibility and user engagement.
- Mentored junior designers, fostering a culture of creativity and innovation.
- Led the design and execution of integrated marketing materials, aligning with the brand's service philosophy.

Slash Strategic Design

RESEARCH & STRATEGY | ABU DHABI

18TH AUGUST, 2019 - 18TH AUGUST, 2020

- Conducted user research and analysis to inform design strategies.
- Collaborated with multidisciplinary teams to develop suitable design solutions.

Hatch Concept Studio

DESIGNER | DUBAI

1ST SEPTEMBER, 2017 - 4TH AUGUST, 2019

- Designed user-centric solutions for diverse clients.
- Implemented visual design principles to enhance outcome delivery.

Skills

Professional competence in relevant methodologies, digital tools and technologies.

Education

MASTERS IN SITUATED DESIGN

NETHERLANDS

AKV|St.Joost

September 2021 - July 2023

ART RESIDENCY

NETHERLANDS

Rethinking the Artist Economy

De Kleine Aarde

2022 - 2023

BACHELOR IN GRAPHIC DESIGN AND MULTIMEDIA

UNITED ARAB EMIRATES

University of Sharjah

September 2014 - June 2018

Engagement

ARTISTS CIRCLE, SAKSI BISOU

UK | REMOTE

CHASE ENCOUNTERS CONFERENCE 2023

UK | REMOTE

LET'S TALK ABOUT INSTITUTIONAL LIFE

GERMANY | REMOTE

AI & DESIGN SYMPOSIUM

NETHERLANDS | INPERSON IN TU DELFT

Publications / Exhibitions

[THE LABYRINTH TO THE POMEGRANATE TREE](#)

ON FUTURESS.ORG - MAY 21ST, 2021

[CIRCLING THE CIRCASSIAN IDENTITY](#)

on Futuress.org - MAY 21ST, 2022

[GROUND SHIFTING](#) on 2023.thecurrent.is

JULY 5TH, 2023

ADRIFT A SHIFT

Willem Twee Kunstruimte

'S-Hertogenbosch, NL

JULY 2023

LAB FOR THE UNSTABLE MEDIA

V2_, Lab for the Unstable Media

Rotterdam, NL

MAY 2023

Languages

Arabic - Fluent | English - Fluent

Dutch - Beginner A0/A1