

Anne Gorgy

Designer, Researcher, and Strategist.

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I'm a designer, researcher, and futurist. My work mostly focuses on human-centered design, design research, strategic foresight, and experience design. I'm deeply interested in psychology, and how technology shapes our behaviours and expectations. The goal of my work is to create meaningful and memorable experiences that add value to our lives.

Education

Industrial Design Program, OCAD University. Graduated with Distinction. (Sep 2014 - Jun 2016)

Bachelor Thesis: The Multi-Dimensional Self in the Age of the Internet of Things.

Faculty of Applied Sciences and Arts, Product Design Major, German University in Cairo (GUC). (Sep 2010 - Jun 2014)

Bachelor Thesis: Re-designing Ambulance Stretchers.

Work Experience

Teaching Assistant, Professional Preparation Course, OCADU. (Jan 2019 - Present).

- Prepared students for the evolving realities of the design practice and how to transition successfully into the workplace.
- Assisted in preparing and delivering of class material, design reviews and giving feedback, and grading assignments.

Product Designer, Design Researcher & Strategist, Humanistic. (Aug 2017 - Present)

- Utilized design research to uncover key issues and stakeholder needs, and find the right problems to solve by carrying out field research, stakeholder interviews and workshops, and product audits.
- Generated stakeholder maps, user journeys, flow diagrams, and product information architecture maps for various experiences.
- Created wireframes, style guides and design systems, and low and high fidelity mockups for different clients.
- Delivered high quality interactive prototypes, app designs and specs for responsive web and IOS, and performed usability testing on them.
- Carried out comprehensive market scans to identify emerging signals and trends and their implications, and synthesized data to generate insights and future opportunities.
- Working closely with clients to discuss key areas of improvement, present findings and receive feedback.
- Clients include: Dealtap, WE, WE TYI, Huawei, Wave, Growsumo, Culture Vibes, and Ace Valley.

Product Designer, Symbility Intersect. (Nov 2016 - July 2017)

- Designed user experiences and interfaces for both web and mobile, IOS and Android, and creating design systems.
- Worked closely with developers, project managers, strategists, clients, and other stakeholders to create product planning and ensure high quality deliverables.
- Conducted user research and usability testing, and applied accessibility guidelines.
- Clients include: TD Bank and Mastercard.

Inbound marketing strategy, project management Intern, Pixel Dreams. (Jun 2016 - Oct 2016)

- Created brand strategies and marketing campaigns based on trend forecasting and market research.

Languages

- Native speaker of Arabic and fluent in English speaking and writing.
- Intermediate in French and German speaking and writing.

Achievements

- Warp Bowl displayed at The Elastic Effect Show, *OCAD University*.
- TUEL project published on Tuvie Design Blog and featured on mdolla, design.fr, and Pinterest.<http://www.tuvie.com/tuel-mobility-product-for-children-by-anne-gorgy/>
- Top 10 ranking student for 4 consecutive years at GUC.

Volunteering

- Serving at *St. Moses and St. Catherine Church in Toronto*.
- Student volunteer for *GradEx, OCADU's 100th Annual Graduation Show (May 2015)*.

Interests

- Passionate about writing and blogging, photography and videography, reading different book genres, painting and sculpture.
- I enjoy going to art galleries and exhibitions, dance shows, and music venues.
- I maintain a healthy and active lifestyle by regularly going to yoga, adult ballet, contemporary dancing, and hiking trips.

- Managed monthly marketing activities for clients, including visual design, content creation and social media campaigns.
- Clients include: Renewable Industries Canada, Signature Electric.

Competencies

Skills

- Conducting field research, stakeholder interviews and workshops, product audits, competitor analysis and synthesizing data.
- Creating flow diagrams, user journeys, stakeholder maps, and product information architecture.
- Brainstorming concepts, sketching ideas, and creating wireframes, low and high fidelity mockups, and interactive prototypes.
- Market scanning, trends and signals spotting and analysis, writing scenarios, creating foresight maps, and generating opportunities.
- Communication and visual design for presentations and reports.
- Industrial design skills to create 3D digital models and renderings, and fabricating using different materials and mediums.

Tools

- Sketch, Figma, Zeplin.io, Dovetail, Omnigraffle, Invision, Principle, Proto.io, HTML, CSS.
- Adobe Creative Suite (Illustrator, Photoshop, InDesign), Keynote, Final Cut, After Effects, Microsoft Office, Google G-suite.

Personal Activities

Guest Speaker, Professional Preparation Class, OCADU (2018 & 2019).

Gave a keynote and was part of a speaker panel to discuss career progression upon graduation, building the right skills, guidelines for job applications, and how to excel on their first job.

Brainstorming Session, Rotman School of Management.

Came up with possible opportunities for a new developed technology through team collaboration, utilizing tools of design and strategic foresight, user scenarios, and market scanning.

Media, Design & Marketing head, Apotheke for Innovative Development AID GUC (2013 - 2014).

Supervising team members in graphic and exhibition design, event planning, and event photography and videography.