

## **Tayef Farrar**

**URL** www.tayef.me **E** design@tayef.me **T** 401.243.7143 **ADDRESS** 368 Halsey St. #1 Brooklyn, NY 11216

### **Education**

#### **RHODE ISLAND SCHOOL OF DESIGN**

Providence, RI. June 2009. **MFA** Digital + Media, GPA 3.8 & Honor Roll [2007 - 2009]

#### **LEBANESE AMERICAN UNIVERSITY**

Beirut, Lebanon. June 2005. **BS** Graphic Design + Minor Fine Arts, Honor Roll [2002 - 2005], Award of Highest Achievement in Graphic Design Discipline [2004]

### **Professional Experience**

#### **NBC UNIVERSAL - OXYGEN MEDIA**

Digital Designer. New York, NY. Nov 2011 – Present.

As part of the digital department at Oxygen Media cable network, responsibilities include daily website updates in addition to designing individual show sites and promotional material.

#### **CREATIVE CONSULTANT**

New York, NY & Beirut, Lebanon. Nov 2004 – Present.

Projects range from branding, print, web design & multimedia. Serving multidimensional individuals, independent professionals, small businesses & startups, in addition to freelancing for larger design agencies on a project basis.

#### **GROUND UP DESIGNERS LLC**

Multimedia-Graphic Designer & Co-Founder. New York, NY. May 2010 – July 2011.

A collaboration between three independent designers from different backgrounds focusing on an array interdisciplinary creative services & community driven projects.

#### **ARTISTS SPACE GALLERY**

Intern. New York, NY. Jan 2010 – June 2010.

Responsibilities ranged from design-related projects to gallery & exhibition management, research & art handling.

#### **RHODE ISLAND SCHOOL OF DESIGN**

Graphic Designer & Research Assistant. Providence, RI. Sept 2007 – June 2009.

As part of the Digital+Media publication group, responsibilities included re-inventing the department's visual identity: logo, website, design proposals for mailers & brochures, & budgeting.

Within the Office of Graduate Studies main role involved researching interdisciplinary modes of education & professional practice that integrate art & design with the sciences; finding practical ways to facilitate this interaction within an academic discipline. Creative responsibilities included designing 'Respond Design' website, in addition to print material for lectures & workshops.

#### **CONDE NAST PUBLICATIONS**

Intern. New York, USA. June 2008 – Sept 2008.

Multimedia-Graphic Designer at Golf Digest Magazine. Responsibilities included design of creative campaign for a summer event organized annually for the magazine's employees. The campaign included interactive E-vite & accompanying print paraphernalia.

#### **PARAVISION**

Multimedia-Graphic Designer. Beirut, Lebanon. Nov 2004 – July 2006.

A multimedia firm focusing on new media, web, graphics and communication services. Responsibilities included project management from briefing stage & direct client communication to final production & delivery. Projects ranged from basic print fabrications to screen based interactive interfaces.

## **Skills**

### **SOFTWARE**

Adobe Creative Suite, Adobe Flash, Final Cut Pro, Ableton Live, Action Script 2 & 3, HTML/CSS, Macintosh & PC platforms

### **LANGUAGES**

English & Arabic (Fluently)