

Short Bio

I use critical and systemic thinking backed by design research to craft experiences, services, future forecasting, product, interface, spatial and brand design. I have lead the research and development for NGOs, startups, brands, educational platforms, and international design exhibitions. I speak at conferences, conduct workshops, and teach classes to develop the vision for near future technologies.

tatiana
toutikian

Relevant Projects

Antwork Co-Working Space

Service / User Experience Designer (2018 - 2019)

Conducted User research, created personas and a unique value proposition to topple down the fixed 'plans' of this coworking space. Designed the customer journey and wireframes of the app and collaborated with the UI designer and developers for implementation.

European Union x Recycle Beirut

Research Analyst & Communication Designer (2018)

I conducted extensive contextual and user research, and implemented a strategic action plan for reforming a law on the state of the incinerators in Lebanon. I compiled the insight in a proposal deck to communicate it to the EU Parliament. Thereafter, the law was revoked.

UNICEF x Continuum (Milan)

Design Consultant (2018)

As the local design consultant I held focus group with kids (7 to 16) in the entrepreneurship curriculum and conducted a 2 month co-creation session with content partners and instructors. I presented a recommendation deck and redesigned the curriculum together with Continuum based on our

BEIRUT DESIGN WEEK / Middle East & North Africa Design Research Center

Communication / Production / Design Manager (2017-2016- 2015)

Functioning as a startup I managed between participants and their applications, created and ran the internship program, aligned the yearly communication strategy with our goals, produced all the main exhibitions, wrote the yearly report and designed the publication, and strengthened the collaborations with international exhibitors.

Hello Ruby (Helsinki)

Communication & Design Research Fellow (2015)

As a fellow I conducted workshops for kids around computers, created a research tool to acquire new content and insight. I produced 3 videos and online content for their website and realigned the process of how to design for kids.

FROG Design (Shanghai)

Interaction Design Intern (2014)

At frog I was assigned to the GSMA Mobile Agriculture project where i coordinated the travel packages across 6 countries. I also worked on interviews and research for Audi to enter into Chinese market through exploring the future of driving in China. I assisted in client calls and coordinated with frogs

References

Steven Boswell -Group Director Fjord San Francisco steve.boswell@fjordnet.com

Linda Liukas - CEO & Founder Hello Ruby OY linda@helloruby.com

Stefano Bianchini - Senior Service Designer at EPAM Continuum Milan

Languages

Full working Proficiency in English, French, Arabic, Armenian

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Academia

AALTO UNIVERSITY Arts Design and Architecture (2013 - 2016)

MA Industrial and Collaborative Design

Minor Studies in New Media - Media Lab Helsinki

ALBA - LEBANESE ACADEMY OF FINE ARTS (2009 - 2013)

BA Interior Architecture & Product Design

Community Leadership

Local Leader Interaction Design ASSOCIATION Beirut (2017 +)

Board Member, Mena Design Research Center (2015+)

Visiting Instructor Design Thing x Design Fiction American University of Beirut, Lebanese American, Lebanese Academy of Fine Arts, Lebanese International University, and 6 others (2016 - 2018)

Conferences, Exhibitions, Workshops

2019 - **DesignUp (Singapore)** "TBA"

2019 - **NodicIoT (Helsinki, FI)** " Business Transformation from Fictions to Realities"

2019 - **Interaction 19 (Seattle, USA)** "near-Future Plagues"

2019 - **Primer Conference EU** - FOMO breathers, DNA Weddings, and cyborg nations

2019 - **He-Xiangning Art Museum** (Shenzhen, China) "Its more about us than technology"

2019 - **DesignUp** - (Bangalore, India) " Its more about us than technology"

2018 - **UX Beirut** - (Beirut, Lebanon) " How to design services for the near future"

2018 - **Interaction 18** - (Lyon , France) " Speculative Needs"

2016 - Criteria Conference " first conference on critical design in the middle east"

2019 - Design Fiction Masterclass Singapore (part of DesignUp) - How do we build future tech?

2018 - Design Ficiton Masterclass Bangalore " Business Transformation from Fictions to Realities"

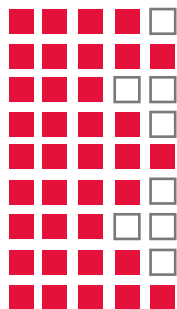
2018 - Exhibition Curious Extraplations in collaboration Domestic Data Streamers on Future Cities

2017 - Exhibition Specualtive Needs as part of Beirut Design Week

2015 - Toys that play with you - Lebanese Academy of fine arts

Hard Skills

Adobe Creative Suite
Keynote / Powerpoint
HTML / CSS
Arduino / Processing
Autocad, 3D Studio Max,
Adobe XD
Movie Maker / Premiere
Ableton Live (sound)
Prototyping
Woodworking / Paper



Soft Skills

- User journeys, personas, and good storytelling
- Proper use of human centered research methods of which qualitative and quantitative research, information synthesising, and connect insights to design.
- Planning and facilitating multi-stakeholder workshops
- Great understanding of design fiction and specual-
tive Foresight tools, Trend analysis,
- The ability to think logically at a high level about
strategy, wider vision, and user flow.
- Make engaging videos, presentations, and perfor-
mances
- User and Usability testing