Dana Daoud

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EDUCATION

American University of Beirut, Bachelor in Computer and Communications Engineering | Lebanon   AUG' 2016 - MAY 2020
University of California, Berkeley, Summer Session | USA   JUN' 2018 - AUG' 2018
Lycée Abdel Kader, French Baccalaureate, Scientific Track | Lebanon   SEP' 2002 - JUN' 2016

PROFESSIONAL EXPERIENCE

Benzinati, *Product Development* | Beirut, Lebanon   SEP' 2020 – Present
- Supported Benzinati during their Phase 1 of the Cleanergy Accelerator Program in shifting the idea based on user needs
- Designed the prototype of the application using **Adobe Xd** and currently testing it with potential users

N3XT Sports Consulting, *Junior Analyst Intern* | Barcelona, Spain   JUN' 2019 - AUG' 2019
- Created an attendees' check-in process to the monthly meetups considering team organization and logistical limitations
- Reviewed N3XT Sports' website and engineered automations to increase efficiency in contacting clients
- Conducted interviews with high performance centers and personal fitness trainers to validate the specifications of client's product in terms of pricing, technical features, and market potential
- Presented qualitative and quantitative analysis and findings of the interview to the client

Slashh, *Software Development Intern* | Beirut, Lebanon   MAY' 2019 – MAY' 2019
- Designed the user experience for the two user profiles of the product and created the corresponding wireframes
- Drafted the product requirements document based on the specifications given by the client
- Communicated the project's specifications and design flow with the software engineer

Interdisciplinary Design Practice Program, *Peer Design Advisor* | Beirut, Lebanon   AUG' 2019 – JUN' 2020
- Guided a team through the human-centered design approach to analyse and brainstorm weak points in their organization
- Assisted in coaching final year students and taught them about the design thinking cycle

The Entrepreneurship Club, *President* | Beirut, Lebanon   AUG'2019 – JUN' 2020
- Developed a new team structure and vision that increased in the number of attendees by 30% in the events
- Started a volunteering program for our members where we managed 15 volunteers for internal and external events

PROJECTS

Predictive Sentence Completion & Suggested Responses on Chats, *Final Year Project*   SEP' 2019 – JUN' 2020
- Developed a **Natural Language Processing** model for Asurion using **Python** to predict sentences in customer chat sessions to decrease duration and increase efficiency and customer satisfaction
- Improved tech expert's experience in assisting customers by showing them direct solutions for them to use

CREATE, *Personal Initiative*   SEP' 2019 - FEB' 2020
- Initiated, along three other members, a Human-Centered Design project with the objective of identifying the problems in the engineering curriculum by applying the design thinking to impact a course's content and structure

Parkmeter 2.0, Human-*Computer Interaction Course*   SEP' 2019 - DEC' 2019
- Assessed the existing Parkmeter's usability and redesigned a new system to improve User Experience
- Analyzed the quantitative data of the new design using **SPSS** and the qualitative data using **Nvivo**

AWARDS

Mångata | *Second place for the EY Most Innovative solution award*   JUL' 2019
- Created a natural disaster prevention solution during an IBM Call For Code using IBM Watson tools. Mångata provides immediate access to victims' medical information through facial recognition software linked to population database

Omnicom Inter-University Challenge | *Finalist*   APR' 2019
- Solved a real-life data-driven problem for a retail store, analyzed the findings by drawing insights, and presented the impact it has on the business aspect of the company to increase purchases amount

COMMUNITY SERVICE AND EXTRA CURRICULARS

Varsity Team (Handball, Ultimate Frisbee, Track and Field), *Member* | AUB   SEP' 2017 – MAY' 2020
AIESEC, *Volunteer* | Dubai, UAE   DEC' 2017 - JAN' 2018
- Led *Tender Hearts Arena*'s students in learning and developing basic computer skills

SKILLS

Languages: Fluent in Arabic, French and English (writing, reading and speaking). Beginner in Spanish
Computer Skills: Google Analytics, SPSS, Nvivo, Adobe Xd, Python, SQL, Power BI, Microsoft Office