

# JASPER XAVIER(HEBA DAYA)

## PRODUCT DESIGN LEAD

I am a seasoned digital creator with over 8 years of experience working in the digital industry. My work focuses on UX Research, project management, art direction, and UI design & solutions

## CONTACT INFORMATION



Beirut, Lebanon



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## WORK FOCUS

- Market research & analysis
- Customer relations & services
- Creative thinking
- Strategies & solutions
- Team management

## SOFTWARES & APPS

- Adobe
- Figma
- iOS
- G+
- MS Office



## EDUCATION

### Harvard Business School

SPECIALIZATION IN LEADERSHIP AND MANAGEMENT, 2022

### International University of Beirut (LIU)

BA IN INTERIOR DESIGN, CLASS OF 2017

### Harvard Graduate School of Design

THE ARCHITECTURAL IMAGINATION, 2017

Emphasis: Perspective & the imagination process

### London Academy for Professional Training

CERTIFICATE IN ARCHITECTURE, CLASS OF 2012

### Al Bayader School - Aramoun

LEBANESE BACCALAUREATE IN ECONOMICS, CLASS OF 2011

## TRAININGS

IDEATOLIFE - UI DESIGN & UX RESEARCH

JAN 2022 - APR 2022

## WORK EXPERIENCE

### Product Design Lead

IDEATOLIFE

DEC 2022 - PRESENT

LIBAS ME

MAR 2022 - DEC 2022

### Project Manager | Digital Content Creator

CHBK MUSIC - PROJECT BASED CONTRACT

FEB 2021 TO APR 2021

WEBEDIA ARABIA

NOV 2018 TO DEC 2020

IDEA!OLOGY ADVERTISING

SEP 2018 TO JUN 2019

JK ADVERTISING

DEC 2017 TO JUN 2018

DIGITAL OUTFIT

MAY 2017 TO AUG 2018

THE BEAT EXPERIENCE

AUG 2017 TO OCT 2017

IRSHAD ISLAH ORGANIZATION

JUN 2011 TO SEP 2014