

# Karina Saidi

DIGITAL MEDIA CREATIVE

## COMMUNICATION

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Dubai, United Arab Emirates

## PROFESSIONAL SKILLS

Collaboration  
Communication  
Creativity  
Independence  
Initiative  
Interpersonal Sensitivity  
Organisation  
Social Responsibility

## LANGUAGES

Arabic – Intermediate  
English – Native  
French – Basic  
Russian – Bilingual

## CERTIFICATIONS

Emergency First Responder  
PADI Rescue Diver  
PADI Project Aware Specialist

## INTERESTS

Activism, Art, Culture,  
Cinematography,  
Criminology, Digital Media,  
Design, Human Rights,  
International Security,  
Journalism, Philosophy,  
Photography, Social Issues,  
Technology

## REFERENCES

*\*Available upon request*

## EDUCATION

**M.S. in Journalism** July, 2017 – May, 2018  
(Expected)  
Annenberg School for Communication  
and Journalism  
**University of Southern California**  
Los Angeles, United States of America

Annenberg Leadership Scholarship  
Award Recipient

**B.F.A. in Visual Communication** Sep, 2012 – Apr, 2016  
**Major in Digital Media**  
Department of Visual Communication  
School of Architecture, Art and Design  
**American University in Dubai**  
Dubai, United Arab Emirates

**Magna Cum Laude (3.73 CGPA)** Sep, 2012 – Apr, 2016  
Dean's Honour List – 3.78 GPA  
Fall, 2015  
Dean's Honour List – 3.94 GPA  
Fall, 2014  
Dean's Honour List – 4.00 GPA  
Spring, 2014  
Dean's Honour List – 3.94 GPA  
Fall, 2013

## EXTRACURRICULARS

**Vice President (UAE Delegation)** Oct, 2015 – Mar, 2016  
**Harvard College in Asia Program**  
American University in Dubai

**Orientation Leader** Aug, 2015  
**Student Services**  
American University in Dubai

**President / Vice President** May, 2014 – Apr, 2016  
**AUD Dive Club**  
American University in Dubai

**Vice President / Project Manager** Jan, 2013 – May, 2014  
**AUD International Aid Society**  
American University in Dubai

**Head of Department** Mar, 2010 – Jun, 2011  
**Social Responsibilities Department**  
SABIS® International School

## SPECIALISED EXPERTISE

Audio and Video Editing,  
Audio and Video Production,  
CSS, Cinematography,  
Colour Correction, Creative  
Direction, HTML, Interactive  
Media, Motion Graphics,  
Multimedia Design

## TECHNICAL LITERACY

### Adobe Creative Cloud

After Effects, Audition, Bridge,  
Experience Design, Illustrator,  
InDesign, Lightroom, Muse,  
Photoshop, Premiere Pro,  
SpeedGrade

### Apple

Final Cut Pro X, Logic Pro X,  
Motion, iAd Producer, iBooks  
Author, iWork

### Third Party

Ableton Live 9 Suite,  
Brackets, Cinema 4D, DaVinci  
Resolve, MS Office

*\*Proficiency on both Mac & PC*

## WORKSHOPS

**The Unconventional Atelier**  
Original Narrative  
Cadillac Arabia

**SHODO | Japanese  
Calligraphic Tools**  
Visual Cultures Forum  
Tankei Maruyama

**Motion Capture**  
Visual Cultures Forum  
Ralf Prieniger

## EXHIBITIONS

**Abuse is Versatile** Dec, 2015  
Senior Thesis Showcase  
American University in Dubai

**Augmented Reality and User Experience** Nov, 2015  
– **New Possibilities of Real Driving**  
AUD Innovation Week  
American University in Dubai

**Resuscitate** Apr, 2015  
UAE Zine Movement  
Middle East Film & Comic Con

## ACHIEVEMENTS AND AWARDS

**Certificate of Participation** Sep – Dec, 2015  
Audi Design UNlverse – Driving  
Experience 2030  
Technische Universität Dresden, AUDI AG, &  
American University in Dubai

**AUD Ambassador Award** May, 2014  
AUD International Aid Society (AIA)  
American University in Dubai

**Certificate of Appreciation** Apr, 2014 & Apr, 2013  
AUD International Aid Society (AIA)  
Adopt-a-Camp & AIA

**Qualifier (Second Stage)** Dec, 2013  
Creating the Future  
Hamdan Bin Mohammed Bin Rashid Al  
Maktoum Photography Award (HIPA)

**Certificate of Participation (Campaign)** Dec, 2013  
Competition Against Child Abuse  
Dubai Foundation for Women and Children

**Certificate of Participation** Apr, 2011  
AL-WALID Model United Nations (MUN)  
Lebanese American University

## EMPLOYERS

**May – June, 2015**

Bliss Inc Entertainment

**Sep, 2014**

Brownbook

**Mar, 2014**

Art Dubai

## INSTITUTIONS

**Sep – Dec, 2015**

Technische Universität  
Dresden, Audi AG, &  
American University in Dubai

**Feb – Mar, 2015**

Visual Communication  
Department, American  
University in Dubai

## INTERNSHIP EXPERIENCE

**Media Production Intern**

**DJ Tay James**

Work accepted and showcased online

Responsible for directing and producing an unscheduled production of an interview with Taylor James, Justin Bieber's DJ. Handled audio/video production and editing, colour correction, and colour grading.

**Research Intern**

**D3 Library**

Work accepted

Responsible for curating and compiling half of a database of multidisciplinary literary materials from multiple sources, for the prospective library plans of the Dubai Design District (d3).

**Assistant Operator, Radio Intern**

**Falgoosh Radio**

Work accepted and showcased

Responsible for on-site interviews and audio recordings, sound design, and radio operations, in preparation for the fair broadcast and online uploads by Fari Bradley and Chris Weaver.

## PROJECT-BASED EXPERIENCE

**Director, Producer, Cinematographer, Audio/Video Editor**

**Augmented Reality and User Experience – New Possibilities of Real Driving**

Work accepted and showcased at AUD's Innovation Week

1 of 4 students selected by the Visual Communication Department to travel to Germany to collaborate in, develop, and document the intercontinental exchange between TU Dresden, AUDI AG, and AUD.

**Director, Producer, Cinematographer, Audio/Video Editor, Colourist**

**VC Diaries – Hendrik Wahl**

Work accepted and showcased online

Recruited by the Visual Communication Department at AUD to create content for a student developed video series capturing the character of the select departmental academicians.

## EMPLOYERS

### Feb – June, 2017

Scratch Advertising and Communication

### Jan, 2017

Visual Communication Department, American University in Dubai

## CLIENTELE

### Aug, 2016

Mosaic Psychology Services

### May – Sep, 2015

American University of Sharjah & Pro Art Gallery

### Apr, 2015

Tashkeel Studio & Dubai Design District

### Mar, 2015

FN Designs & Middle East Film & Comic Con (MEFCC)

## FULL-TIME & PART-TIME EXPERIENCE

### Digital Media Creative

Recruited full-time by a Dubai-based premium agency. Responsible for Audio/Video Production and Post-Production, Creative Direction, Graphic Design, Motion Graphics, Photography, Social Media, etc...

### Teaching Assistant

Recruited part-time to assist the Introduction to Interactive Media course offered by Professor Brad Moody, and the Business Practices and Final Portfolio course offered by Professor Dina Faour.

## FREELANCE EXPERIENCE

### Visual Designer

#### Brand Logo Design

Work accepted and showcased online

Responsible for developing and designing a logo to reflect the ideas, philosophy, and business model of the brand to its audience.

### Director, Producer, Cinematographer, Audio/Video Editor, Colourist

#### Broken Vessels

Work accepted and showcased online

The purpose was to create a narrative which would exclusively delineate the major theme revolving around people's egocentric behaviour, which undermines their sustainable development.

### Audio Operator, Supervisor

#### Sonic Portrait

Work accepted and showcased

Responsible for operating and supervising the live recording sessions at the Dubai Design District (d3), on behalf of sound artists Fari Bradley and Chris Weaver, via Tashkeel Studio.

### Illustrator, Designer

#### Resuscitate

Work accepted and showcased

1 of 15 artists recruited by HH Sheikha Wafa bint Hasher Al Maktoum, founder, and director of FN Designs, to illustrate a limited edition zine for the release of the UAE Zine Movement.

## CLIENTELE

**Mar, 2015**  
SIKKA Art Fair

**Jan – Mar, 2015**  
TRF Online & Reebok MENA

**Jan, 2015**  
Tashkeel Studio

**Jul – Sep, 2014**  
The Dive Centre

**Jun – July, 2014**  
CPI Media Group

## FREELANCE EXPERIENCE

**Director, Producer, Cinematographer, Audio/Video Editor, Colourist**

**Wind Tower**  
Work accepted

Recruited by Amna Jawad to create a narrative which would exclusively guide the audience through the artists creative process, and educate them about the weather phenomena of wind in the United Arab Emirates.

**Producer, Cinematographer, Audio/Video Editor**

**Kiesza**  
Work accepted

Recruited by Junior J, award winning DJ based in Dubai, to produce an exclusive interview with Kiesza at Reebok MENA. Responsible for the logistics, video production, and audio/video editing of the production.

**Director, Producer, Cinematographer, Audio/Video Editor, Colourist**

**Session Teaser and Exhibition Teaser**  
Work accepted and showcased online

Recruited to produce two teasers inviting the audience to explore how the solo exhibition challenges and capitalises on our perception of listening as a sensory experience conditioned by context.

**Director, Producer, Cinematographer, Audio & Video Editor, Colourist**

**The Dive Centre**  
Work accepted and showcased

The objective was to produce a promotional video depicting the close-knit environment of SCUBA divers at The Dive Centre while presenting the positive nature of scuba diving as a water-based activity.

**Audio & Video Editor, Sound Designer**

**Customer Engagement Technology**  
Work accepted

Recruited by Nayab Rafiq, CEO of Pinnacle Middle East, to manage the post-production segment of the 3rd Annual Customer Engagement Technology (CET) Middle East promotional video.