

# LIMAH TAEB

Experience Designer

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## EDUCATION

### VCU Brandcenter, 2017

M.S. in Business/Branding, Experience Design

### Virginia Commonwealth University, 2012

B.S. in Biology, minor in Chemistry

## RELEVANT EXPERIENCES

### POSSIBLE, Experience Designer

(July 2017 - present)

UX/UI design, concepting, visual and interaction design for various clients (AT&T, Bayer, Pivotal, Microsoft HoloLens, Microsoft Mixed Reality, Microsoft Capture Studio, and Xbox).

### Salaamat, Experience Designer

(December 2016 - May 2017)

UX research, UX/UI design and interaction design of an iOS app for maternal clinics in Afghanistan that enables facilities to follow up on healthcare services electronically for the first time.

### DAQRI, Experience Design Intern

(May 2016 - August 2016)

Worked on various augmented reality projects and holographic demos alongside engineers, Unity designers, and 3D artists. Provided UX/UI analysis on projects, including an AR app.

### Freelance, Graphic and Web Designer

(2015 -2016)

Designed logos, websites, and developed branding strategy for a variety of small businesses and startups.

## AWARDS

**Silver Addy Award for the Microsoft Mixed Reality Website,**  
2018 Seattle

**AKQA Future Lions Winner,** 2017 Cannes Lions International  
Festival of Creativity

**J. Walter Thompson Helen Lansdowne Resor Scholarship,** 2016  
North American Recipient

## SKILLS

Design Thinking  
Agile  
UX/UI Design  
Visual Design  
Rapid Prototyping  
Animation  
Video Editing  
Projection Mapping  
3D modeling  
AR/VR

## TOOLS

Sketch  
Principle  
Framer  
HTML & CSS  
Adobe Creative Suite  
Final Cut Pro  
MadMapper  
Cinema 4D  
Unity

## THINGS I LOVE

Traveling  
Languages  
Festivals  
Crafts  
Yoga  
Cookies  
British Dramas  
Reading  
Witty Humor  
Inclusiveness  
Arabic Calligraphy  
Lists ^