

Amal Baidas

DESIGNER



amalbaidas.com
amalbaidas@gmail.com

EDUCATION

BFA Design + Animation
Mercy College
GPA 3.71 honors
May 2018

SKILLS/SOFTWARE

UX/UI	MS Office	Squarespace	HTML/CSS
Motion Graphics	Adobe CC	Wix	Javascript
Branding	Video Editing	MailChimp	Bootstrap
Strategy	Wordpress	jQuery	Processing/p5.js

EXPERIENCE

SEGAL SAVAD

Apr-Oct 2021

Senior Designer

Designed assets including print, UX/UI, email, event, social, and motion graphics for financial clients Citadel and the Carlyle Group.

CUNY SCHOOL OF LAW

May 2019 - Apr 2021

Digital Design Lead

Designed and produced a refreshed brand system, including templates, guides, web, email, and motion. Developed visual branding and assets for multiple fundraising campaigns that earned a collective \$450,000+. Led the UX/UI design strategy of the new CUNY Law website.

CHAD LAVIGNE STUDIO

Jun 2018 - Apr 2019

Junior Freelance Designer

Designed packaging in fragrance, skincare, spirits, and lifestyle for brands like Bath & Body Works, La Mer, and Wickers Creek. Designed and produced social media content, motion graphics, environment, and print pieces for campaigns and events in collaboration with brands John Varvatos, Saks Fifth Ave, and Atelier Cologne.

CHUCK ROUTHIER STUDIO

Jun 2018 - Apr 2019

Junior Freelance Designer

Researched, sketched, and designed two preliminary pharmaceutical identities. Developed a product proposal website for a tequila startup with Squarespace. Designed early-stage UX/UI for a medical comms app and website, and an email newsletter for an interior design brand.

BRAND SIMPLE

Jun 2017 - Aug 2017

Junior Freelance Designer

Launched a promotional website for the book Shift Ahead. Drafted house-style proposal for the strategy consultancy group Metaforce.

MICHAEL KORS

Fall 2016

Visual Communications Intern

HARQUIN CREATIVE GROUP

Summer 2014

Design And Marketing Intern

EXTRACURRICULAR

MERCY COLLEGE

Spring 2022

Adjunct Professor

Currently teaching first-year students foundations in Typography.

CONNECT 4

May-Dec 2019

Mentee

Participated in a 6-month mentorship program funded by the AIGA NY; paired with Eddie Opara at Pentagram NY to learn about branding.

MERCY COLLEGE

Teacher's Assistant; Graphic Design I + II

Offered constructive feedback to second-year students on logo, book cover, and spread design.

NORTHEAST REGIONAL HONORS CONFERENCE

Student Presenter

Presented research on the application of anamorphosis in art and its use in augmenting images to create a perception of 3D on flat surfaces.