

ABBY ZAK

Visual Designer & Storyteller

Ottawa, ON, Canada

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abbyzak.com

PROFILE

Visual Designer with a strong background in graphic design, brand identity, social media, photography, and visual storytelling. Experienced delivering design solutions for government partnerships, international cultural organizations, and Canadian nonprofits. Comfortable leading a photoshoot, building a brand system, or designing bilingual materials for a community organization. Currently based in Ottawa and actively seeking full-time opportunities in graphic design, visual design, or digital marketing creative roles.

EXPERIENCE

Flooring Sales Specialist

Apr 2025 – Present

The Home Depot — Ottawa, ON

- Consult with customers to understand needs and translate them into practical, design-informed solutions
- Initiated and produced internal video content for Viva Engage, strengthening communication across district teams and leadership
- Maintain consistent follow-up to ensure customer satisfaction and successful project completion

UX & Design Researcher

Jan 2024 – Mar 2025

Algonquin College — HCD Lab — Ottawa, ON

- Led visual design for Sentiers Wakefield Trails — bilingual (EN/FR) recruitment posters, corporate identity templates, and an interactive Adobe XD volunteer playbook; designs adopted on the live SWT website
- Conducted ethics-board-approved UX research for Algonquin College Registrar's Office — delivering personas, journey maps, and stakeholder presentations
- Co-developed the Human-Centred Design Lab website in Webflow — responsible for all visual design, banners, and infographics

Creative Project Manager & Design Lead

Mar 2021 – Jul 2023

Embrace Doha Cultural Association — Doha, Qatar

- Led design and art direction for three official FIFA 2022 cultural booklets with Qatar's Ministry of Foreign Affairs — including organizing a custom photoshoot to create original cultural imagery
- Built Embrace Doha's social media identity from scratch — created reusable Photoshop and Illustrator template systems still in active use by the current team
- Created 3D renderings for Qatar's cultural pavilion at World Travel Market London 2023 (51,000 attendees) with a detailed cultural sourcing guide
- Produced and directed cultural video content for social media and live event launches

Adjunct Professor — Design & Media Arts

Jul 2018 – May 2021

Virginia Commonwealth University — Doha, Qatar

- Delivered lectures in design and media arts; developed course content for in-person and virtual learning environments
- Established the program's social media presence — built reusable visual templates and a structured content system

SKILLS

- Design** Graphic Design • Brand Identity • Social Media Design • Visual Storytelling • Print & Publications • Packaging
3D Rendering • Infographics • Photography
- Tools** Adobe InDesign • Illustrator • Photoshop • Premiere Pro • After Effects • Adobe XD • Figma • Webflow • Canva
Rhinoceros 3D
- Research** UX Research • User Interviews • Journey Mapping • Personas • Accessibility Assessment
Stakeholder Presentations
- Other** Bilingual Design EN/FR • Project Coordination • Stakeholder Management • Video Production • Monday.com
Google Workspace • Microsoft Office

EDUCATION

- Postgraduate Certificate — Human-Centred Design (UX Research)** 2025
Algonquin College — Ottawa, ON, Canada
- MFA — Design Studies** 2020
Virginia Commonwealth University — Doha, Qatar
- BFA — Interior Design Studies** 2016
Virginia Commonwealth University — Doha, Qatar

Portfolio

View selected projects at abbyzak.com — including FIFA 2022, brand identity, bilingual design, 3D visualization, video production, and UX research work.