ABBY ZAKZOUK

CREATIVE PROJECT COORDINATOR AND DESIGN LEAD

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Portfolio: abbyzak.com

Profile

Creative project coordinator and visual designer working across publications, cultural curation, live activations, and digital content. Experienced in leading visual design, coordinating stakeholders and deliverables, and translating complex ideas into clear audience experiences. Combines hands-on production with practical team coordination, research, and reusable systems that support continuity.

Core Skills

Creative project coordination • Visual design leadership • Stakeholder communication • Scheduling and budget coordination • Publication design • Brand consistency • Content curation • Event activation • Photography and video • Website design • Research and audience insights

Professional Experience

Flooring Specialist

The Home Depot | Burnaby, BC and Ottawa, ON | Apr 2025 to Present

- Coordinate daily tasks with part-time colleagues and collaborate with management on stock replenishment, product displays, and customer workshops.
- Translate customer requirements into practical recommendations, maintain follow-up, and resolve issues as projects develop.
- Initiated and produced internal video content for Viva Engage to support communication across district teams and leadership.

Transferred from Ottawa to Burnaby, continuing in the same role.

UX and Design Researcher

Algonquin College | Ottawa, ON | Jan 2024 to Mar 2025

- Conducted interviews and usability testing, analysed findings, and developed journey maps, personas, and recommendations to improve digital services.
- Collaborated on the Human-Centred Design Lab’s responsive Webflow website, contributing visual design and implementation using HTML and CSS.
- Created landing-page banners, article infographics, and presentations, maintaining consistent typography and visual standards across team contributions.
- Presented research findings and evaluated usability and accessibility to support informed design decisions.

Creative Project Manager

Embrace Doha Cultural Association | Doha, Qatar | Mar 2021 to Jul 2023

- Coordinated creative projects across government entities, partners, and internal teams, managing schedules, budgets, stakeholder communication, and deliverables.
- Led design and production of three cultural booklets developed for the Qatar 2022 World Cup with Qatar Tourism and the Ministry of Foreign Affairs.
- Directed original photography and adapted assets for publications, merchandise, and social media to communicate Qatar's cultural heritage consistently.
- Managed Siraj live activations while leading visual design, including event maps and children's activity materials, with support from another designer.
- Proposed and coordinated a live interactive Siraj character experience, bringing together creative direction and real-time audience participation.
- Produced promotional and documentary video content for cultural events, social media, websites, and gallery launches.

Adjunct Professor and Teaching Assistant Roles

Virginia Commonwealth University | Doha, Qatar | Jul 2018 to May 2021

- Developed teaching materials and guided students through studio projects and digital fabrication, including CNC cutting, laser engraving, and 3D printing.
- Initiated and independently managed the Space Studio Instagram account while serving as a teaching assistant, creating a dedicated showcase for student work.
- Photographed and curated student projects and designed reusable Illustrator and Photoshop templates for consistent presentation.
- Handed over templates and written instructions to the next teaching assistant, supporting continuity; the account remains active beyond the original handover.

Education

Postgraduate Certificate in Human-Centred Design | Algonquin College | Jan 2025
MFA in Design Studies | Virginia Commonwealth University | May 2020
BFA in Interior Design Studies | Virginia Commonwealth University | May 2016

Tools

Design and production: Adobe InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro and After Effects; Figma; Canva
Web: Webflow, HTML and CSS
Coordination: Asana, Monday.com, Miro, Microsoft Office and Google Workspace

Languages

English and Arabic | Fluent written and spoken

Japanese and Korean | Beginner Level