

HAIDER ALIDINA

PROFILE

Nationality: Tanzanian
Residence: Dubai, U.A.E
D.O.B: 25th Feb, 1991

CONTACT

T: +971 50 7395372
E: adina.haider@gmail.com
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EXPERIENCE

Silicon Oasis

Dubai, U.A.E,
Jan. 2015 - Present

Designer, Front-End Developer

- Design a wide variety of work, including advertisements, brand guides, marketing collateral, photo shoots, etc.
- Consulted on companies' creative and brand strategies to enhance their brand image and engage with their audience.
- Develop websites using the latest technologies and design trends.
- Clients include: *Al Churair Group, Bliss Inc. Entertainment, Informa Life Sciences, Audio Republic, Axiom Telecom.*
- Industries: *Marketing, Healthcare, Food & Beverage, Entertainment, Retail.*

Psychology Department, University at Buffalo

Buffalo, New York, U.S.A,
Aug. 2013 - Dec. 2014

Research Analyst

- Conducted nationally funded scientific research studies with student participants.
- Analyzed quantitative and qualitative research data to be used in scientific publications.
- Developed new research methods and ideas for future experiments.
- Trained and supervised research assistants in ethical research protocol and data analysis.

The Spectrum Newspaper

Buffalo, New York, U.S.A,
Aug. 2012 - Jan. 2014

Co-Creative Director

- Headed the creative department of the largest student-run newspaper in Western New York.
- Designed and produced the layout of the award-winning newspaper, published thrice weekly.
- Worked with the Managing Editor to coordinate and plan the production of over 200 publications.
- Hired and trained designers in the Creative and Advertising departments.

The Spectrum Newspaper

Buffalo, New York, U.S.A,
Jan. 2012 - Aug. 2012

Graphic & Advertising Designer, Videographer & Editor

- Designed graphics and advertisements based on clients' guidelines.
 - Worked with clients to plan and produce numerous print and online advertisements.
 - Collaborated with writers to design graphics to accompany news articles.
 - Filmed and edited weekly news segments for the newspaper's website.
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EDUCATION

University at Buffalo

Buffalo, New York, U.S.A
2013

B.A - Psychology, Media Studies/Mass Communication (Double Major) Minors in Computer Science, Economics

- Graduated with Honors, Cum Laude
- Recipient of the Dean's List Award

International School of Choueifat

Dubai, U.A.E
2008

High School Diploma

- Graduated with Honors
- Recipient of the AP Scholar Award

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GENERAL SKILLS

- Advertising
- Marketing
- Data Collection & Analysis
- Research & Planning
- Creative
- Adaptive / Quick Learner
- Communication
- Analytical

LANGUAGES

- English**
- 1st Language. Fluent proficiency.
- French**
- Professional working proficiency.
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TECHNICAL SKILLS

- Graphic & Print Design
 - Web Design & Development
 - Creative & Art Direction
 - Branding / Brand Strategy
 - Digital Design
 - UI / UX Design
 - Video / Film Production
 - Photography
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SOFTWARE / I.T SKILLS

- Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe Fireworks
 - Adobe Premiere Pro
 - Adobe After Effects
 - Google SketchUp
 - Cinema 4D
 - HTML5
 - CSS3
 - JavaScript
 - Proficient with Windows & Mac
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PORTFOLIO/PERSONAL WEBSITE

www.haidera.com