

## Mina Shoab

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### Work Experience

#### Skills

Adobe CC  
HTML/CSS  
SketchUp  
Office 360  
InVison  
Screen Printing  
Letterpress  
Laser Cutter  
Vinyl Cutter

#### Interests

Typography  
Experience Design  
UI Design  
UX Design  
Interaction Design  
Social Design  
Political Design  
Editorial Design  
Motion Design  
Photography  
Textile Design

#### MullenLowe

*Design Intern, 2016*

Working on the Winter Sales Event campaign for Acura was a large part of my responsibilities during my time at MullenLowe. The work included creating print ads, magazine ads, out of home product designs as well as packaging for the campaign. I worked with both national, regional and experiential marketing teams.

#### Motomo

*Design Intern, 2016*

As Carsten Becker worked on re-branding his studio. I assisted on creating the UI design, along with create video content of the studio members and work space for the updated website.

#### CalArts

*MacLab Monitor, 2015 - current*

I oversaw the access of students entering and leaving the maclab as well as keeping the lab in pristine condition for the use of students.

#### CalArts

*Large Format, 2015*

Worked with students to help them print for upcoming projects, printing dealt with using laser cutter, vinyl cutter, and an Epson and Canon large format printer.

#### Family Artist

*Graphic Design Intern, 2015*

Family Artist worked with eight in house musicians, from branding to creating stage set ups. During my time at the firm, I worked on initial conceptual ideas for the brand.

#### Leisure Club

*Design Intern, 2015*

Leisure Club was engaging in finding a new design voice for their most recent collection that was launching. My work there consisted of designing gift boxes and creating apparel designs. Along with that, I worked on creating a look for the cooperate profile.

#### Jeffrey Campbell

*Design Intern, 2014*

As their fall look book was coming out, I worked with Mike Clergn and Lisa Ramirez to create promotional material, such as short films that would accompany the look book.

#### Forest

*Design Intern, 2014*

Lead by Joel Speasmaker, I worked on the Howler magazine, the work contained illustrations for major spreads as well as working on the editorial design. Along that project, I worked on creating weekly content for brands such as M.Patmos.

### Education

#### California Institute of the Arts

2013 - current

### Extracurriculars

#### End of Year Show

*Event curator*

Curated, organized, and conceptualized the idea for the End of Year Show for the undergrad class at CalArts. Working with a team of four people we delegated the work to create an experience that is both engaging as a gallery space but also an event that is viable with social media.

#### T-Shirt Show

*Event curator*

Organized an event that involved the entire design department printing t-shirts that were designed for the entire school, and putting together pop-up shop to sell the shirts.

#### Print Fair

*Event curator*

The Print Fair is an annual event held at CalArts, it showcases over 50 vendors that come out to sell their art, and workshops that are led by graphic designers in the Los Angeles area. I organized the event, dealing with both creative and organizational tasks.

### Workshops

#### Manija Emran

*Typography in Title Design*

#### Melissa Kuo/Golden Krishna

*User Experience Design*

#### David Runick

*Autonomy & Solidarity*

#### Sonnenzimmer

*Printing Techniques*

#### Church of Type

*Letterpress*

#### Jesse Lee Stout

*Experience Design*

#### Roman Jaster

*Digital Publications*