

AISSA H. DEEBI

Designer/Observer/Artist

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PROFESSIONAL EXPERIENCE

2009-2010

Department of Industrial Design Faculty of Architecture Chulalongkorn University, BKK, Thailand.

— *Visiting Professor in Communication Design*

Responsible for teaching and overseeing two courses for the University's newly formed International Program in BA Communication Design: Design 1 - Communication Design in Theory and Practice; and Material and Process in drawing and making. As a course coordinator I developed course materials, syllabus, design briefs, and overall structures. Which included strategies for communication design, an innovation and visual research methods for students. I also set up an international design workshop program where designers from all over the world are invited to conduct student workshops. (Student portfolio's from these experiences are available at: <http://www.aissadeebi.info>) and (<http://www.commde.com>).

2009

Centro de Estudios Superiores de Diseño de Monterrey (CEDIM).

— *Visiting Professor in Graphic Art*

I taught three classes; Communication Design (Art Directing, Graphic Design Lab, and Animation and New Media) for advanced final year students. I was responsible for the creation of a course syllabus and structure, the development of course materials. In addition, to setting up and chairing a design theory discussion group for students. I put particular emphasis on setting up an environment where both faculty members and students, could actively participate in discussions on design. My experience with CEDIM involved giving individual and group tutorials as well as large group lectures to work with students in the areas of animation, film, illustration, drawings, book art and cross-disciplinary art practices and typeface design/typography.

2007–2008

Winchester School of Art, Winchester, U.K.—Lecturer in Graphic Art

— *Lecturer in Graphic Art, first year coordinator*

I was responsible for coordinating the first year graphic arts course. My main responsibilities included coordinating and delivering the timetable for teaching, arranging assessments/examinations, providing feedback to students and attending departmental committee meetings. Part of my duty was to construct and write design briefs that corresponded to the teaching outcome of modules/units. I worked with over 90 students on theory and practice, with varied creative direction including animation, graphic design, photography and advertising design. I also taught in the MA Design and MA Fine Art programs as a personal tutor, overseeing their work throughout their study, from induction up to their final project, with noticeable success in students' achievements.

2001–2006

DB Communication Design & Consulting, New York

—*Senior Art Director*

Responsible for concept development, design, and production of corporate collateral, corporate identity systems, brand development, annual reports, and web design projects. Design consulting for a major advertising campaign in the Israeli election in 2006 (acknowledged as the best experimental video campaign). Managed project budgets and client schedules and supervise a team of freelance creative professionals locally internationally.

2003–2006

Ultimate Technology Solutions, New Jersey

—*Art Director*

Responsible for concept development, design, and production of interactive design projects, motion graphics, websites, corporate collateral, corporate identity systems, brand development, annual reports, and a variety of design projects.

1993–1996

Sharif Waked Design Studio, Haifa, Israel

—*Art Director*

Worked in concept development, design research, and production of artwork for a variety of clients. Projects included music, fine art, education, children's books, political design, and entertainment.

1992–1993

Jaffa Communication Centre, Tel-Aviv, Israel

—*Art Director*

Responsible for concept development, design, and production of two major advertising campaigns for local government elections and the Israeli parliament. Developed an identity system as well as diverse design projects, posters, T-shirts, billboards, and newspaper print campaigns. By the end of the projects the *Jaffa* communication center received a big sum of money as additional gift from both parties, the major parliament campaign has helped the Mertz party to triple its number of MK members from 4 to 12, and the other local small ethnic party have managed to get two members in the Tel-Aviv City council.

EDUCATION

2006–2010

Winchester School of Art, University of Southampton, UK

P.h.D candidate in art and design, conducting research in the area of migration art in the context of exiled groups in New York City. Completion date, May 2010.

1998–1999

University of Liverpool, UK. Masters in Fine Art, New Media and Photography.

1992–1996

Haifa University, Haifa, Israel. Bachelor of Arts. Fine Art, Painting, and Printmaking.