

VROUYR JOUBANIAN

Curriculum Vitae

CONTACT INFORMATION

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EDUCATION

- 2014 **Master of Industrial Design** (*Focus: Design For Social Impact*)
University of the Arts
Philadelphia, Pennsylvania USA
- 2011 **Master of Product Design, summa cum laude**
Académie Libanaise des Beaux-Arts
Beirut, Lebanon

ACADEMIC APPOINTMENT

- 2016- **Lecturer and Graduate Program Coordinator**
Design Department, Académie Libanaise des Beaux-Arts
Beirut, Lebanon
- 2014-2016 **Lecturer and Outreach Coordinator**
Design Department, Académie Libanaise des Beaux-Arts
Beirut, Lebanon

AWARDS & HONORS

- 2017 **Fulbright Alumni Digital Diplomat**
The Fulbright Program, U.S. Department of State
- 2016 **Fulbright Alumni Development Grant**
U.S. Department of State
- 2014 **Product Design Contest Winner**
House of Today
- 2012-2014 **Fulbright Scholar**
U.S. Department of State
- 2011 **Summa Cum Laude**
School of Decorative Arts, Académie Libanaise des Beaux-Arts
- 2011 **School of Decorative Arts Award**
Académie Libanaise des Beaux-Arts
- 2007-2011 **Merit Scholarship**
Académie Libanaise des Beaux-Arts
- 2007-2011 **Merit Scholarship**
Vatche & Tamar Manoukian Foundation
- 2008-2011 **Merit Scholarship**
Gulbenkian Foundation

ACADEMIC SERVICE

- 2018- **Member**
Middle East Design Educators' Association (MEDEA)
- 2017- **Member, Editorial Committee**
ALBA's Artistic Journal
Académie Libanaise des Beaux-Arts (ALBA)
- 2017- **Member, Publications Committee**
Académie Libanaise des Beaux-Arts (ALBA)
- 2016- **Board Member**
Les Ateliers de la Recherche en Design
Nîmes, France
- 2016- **Graduate Program Coordinator**
Global Design Graduate Program
Académie Libanaise des Beaux-Arts (ALBA)
- 2014- **Member, M.A. Thesis Committee**
Global Design Graduate Program
Académie Libanaise des Beaux-Arts (ALBA)
- 2014- **Member, Curriculum Committee**
Global Design Graduate Program
Académie Libanaise des Beaux-Arts (ALBA)
- 2014- **Member, Curriculum Committee**
Product Design Undergraduate Program
Académie Libanaise des Beaux-Arts (ALBA)
- 2014-2016 **Outreach and Industry Partnerships Coordinator**
Design Department, School of Decorative Arts
Académie Libanaise des Beaux-Arts (ALBA)

ADVISING

M.A. Thesis Supervisor

Carine Gharzouzi, "Le Service des Urgences au Liban," Global Design, 2017

José Labaki, "Critical Thinking Within Public Schools," Global Design, 2017

Maissa Maatouk, "AI Parking: Design, Espace et Pouvoir," Global Design, 2016

Joyce Rouhana, "La Crise à Tripoli et le Design," Global Design, 2015

M.A. Thesis Committee Member

Sandra Kassatly (Global Design, 2017), Loyal Chacar (Global Design, 2017), Maurice Mattar Wehbe (Global Design, 2016), Cyril Kallab (Global Design, 2015), Laetitia Honeine (Global Design, 2015)

TEACHING EXPERIENCE

Académie Libanaise des Beaux-Arts (ALBA), University of Balamand

Global Design MA Studio (Fall '14, Spring '15, Fall '15, Spring '16, Fall '18)

Unité de Spécialisation en Design (Fall '18, Spring '19)

BA Final Year Capstone Project (Spring '18)
 Research Methodology (Fall '17, Spring '18, Fall '18)
 MA Thesis Project and Documentation (Spring '15, Spring '16, Spring '17)
 MA Thesis Project Preparation (Fall '15, Fall '16, Fall '16)
 Cognitive Science of Interaction Design (Fall '16, Spring '19)
 Applied Research Methodology (Spring '15, Fall '17)
 Design Research Tools and Methods (Spring '16)
 Workshops in Product Design (Fall '14 – present)
 Seminars in Product Design (Fall '14 – present)
 Workshops in Global Design (Fall '14 – present)

Lebanese American University

Design and Social Innovation (Spring '15)

University of the Arts, Philadelphia

Junior Industrial Design Studio (Spring '13, Spring '14)
 Introduction to Design (Fall '13)

PUBLICATIONS

- 2017 “Synchronic Design & Design Education in Lebanon,” Cumulus Working Papers 33/16, *Open Design for E-very-thing*, Hong Kong Design Institute
- 2014 “Engaging Differently with a Familiar Context,” DPU SummerLab 2014, University College London (*co-written with Diala Lteif*)
- 2014 *For the Love of Design: Design Education in Lebanon*. Philadelphia, PA: The University of the Arts
- 2013 *Design Between the Lines*. Philadelphia, PA: University of the Arts

PRESENTATIONS

- Feb 2018 “What is Social Design?” at the Faculty of Fine Arts of the Lebanese University, Lebanon
- Nov 2016 “Synchronic Design & Design Education in Lebanon” at Open Design E-very-thing Cumulus Conference, Hong Kong
- Mar 2015 “The Birth of a Social Enterprise: Beirut Design Week” at PechaKucha Vol. 20: Being Alive, Yerevan, Armenia (*with Doreen Toutikian*)
- May 2014 “For the Love of Design: Design Education in Lebanon” at the MID Thesis Symposium, University of the Arts, Philadelphia, PA
- Nov 2013 “Design for Impact: Identifying New Competencies in Design Education” (*with Jeremy Beaudry and Jonas Milder*)
- Oct 2013 “Design for Trust” at the Beirut Design Week Conference. Lebanese American University. Beirut, Lebanon

PROFESSIONAL EXPERIENCE

- 2018-** **National Consultant on Concrete Furniture**
United Nations Industrial Development Organization (UNIDO)
Construction Skills Training For All
Beirut, Lebanon
- 2018** **Product Designer for LightPin**
République Beirut
Beirut, Lebanon
- 2018** **Exhibition Designer**
Decent Work, Decent Living for All: A Forum on Socio-Economic
Inequalities and Work Conditions in Lebanon, Oxfam
Beirut, Lebanon
- 2017-** **Consultant and Facilitator**
Alphard Consultancy
Manama, Bahrain
- 2017-2018** **Design Consultant**
Oxfam
Beirut, Lebanon
- 2017-** **Vice President and Head of Academic Programs**
MENA Design Research Center
Beirut, Lebanon
- 2017** **Strategy Consultant**
Dar Malak Space for Collaboration
Jeddah, KSA
- 2015-2017** **Co-Founder and Designer**
The Study Beirut
Beirut, Lebanon
- 2014-2017** **Board Member and Program Manager**
MENA Design Research Center
Beirut, Lebanon
- 2014-2017** **Co-Founder and Program Manager**
Beirut Design Week 2016
Beirut, Lebanon
- 2016** **Process Mentor**
Innovation Weekend Workshop, BDL Accelerate 2016
Beirut, Lebanon
- 2016** **Co-Organizer and Content Manager**
11th Conference of Les Ateliers de la Recherche en Design
Beirut, Lebanon
- 2015-2016** **Strategy Consultant**
Waraq Association (NGO)
Beirut, Lebanon
- 2015** **Strategy Consultant and Facilitator**
Tandem Works and theOtherDada
Beirut, Lebanon

- 2014-2015** **Consultant on Arts, Crafts, and Design**
ENPI CBC MED Project (MEDNETA) – GAIA-heritage
Beirut, Lebanon
- 2014-2015** **Organizer and Content Developer**
Toolbox: Workshops for Artists, Craftsmen, and Designers – GAIA-heritage
Beirut, Lebanon
- 2013** **Experience Designer and Facilitator**
 1199C Training & Upgrade Fund
Philadelphia, Pennsylvania USA
- 2012** **Strategy Consultant and Design Researcher**
 The Hub: Meeting and Collaboration Centers
Philadelphia, Pennsylvania USA
- 2012** **Co-Founder and Project Coordinator**
 Beirut Design Week
Beirut, Lebanon
- 2011-2012** **Project Engineer**
Nusantao Sea Kitchens, Four Seasons Hotel Doha – Kobeco Concept
Doha, Qatar
- 2010-2011** **Furniture Designer**
 Maria Halios Design Studio
Beirut, Lebanon
- 2007-2011** **Interior Architect and Site Engineer**
 Target Engineering
Beirut, Lebanon

WORKSHOP DESIGN + FACILITATION

- 2018** **Hack The City: 72-hour Hackathon**
ESA Business School, Beirut
- 2018** **Building Compelling Visual Presentations**
SmartESA, Beirut
- 2018** **Design Thinking for Innovation and Entrepreneurship**
Tamkeen Bahrain
- 2017** **Design Thinking for Social Innovation and Entrepreneurship**
Global Entrepreneurship Week, Bahrain
- 2017** **The Future, Backwards: A Sense-Making Exercise**
Kennedy-Lugar Youth Exchange Program Alumni Retreat, Beirut
- 2017** **The Future, Backwards: A Sense-Making Exercise**
Fulbright Alumni Association of Lebanon, Power Session, Beirut
- 2016** **Visualize Your Service**
Arab Innovation Network Annual Conference (AINAC) 2016, Amman
- 2016** **Interculturalité et Espace Public (co-facilitated with Alain Findeli)**
Design, Cultures, et Société Conference, ARD 11, Beirut
- 2016** **DPU SummerLab | Beirut: Riverside Ecologies and Contested Waterscapes**
University College London and ALBA, Beirut

- 2016 How to Give Impactful Presentations
Académie Libanaise des Beaux-Arts, Beirut
- 2016 Disrupt! Design! Three-Day Ideathon
MENA Design Research Center + Hivos Mideast Creatives, Beirut
- 2016 Design and Craftsmanship in Context
Saudi National Creative Initiative, Saudi Arabia
- 2015 Disrupt! Design! Three-Day Ideathon
MENA Design Research Center + Hivos Mideast Creatives, Beirut
- 2015 Design Thinking and Creative Problem Solving Workshop
Beirut RiverLESS, Beirut
- 2014 Visualize Your Blueprint: Map Your Service
Banque du Liban Accelerate 2014, Beirut
- 2014 Participatory Story-Telling Workshop
Penguin Books and MENA Design Research Center, Beirut
- 2014 DPU SummerLab | Beirut: Patchwork City
University College London and ALBA, Beirut
- 2014 All Together Now: Engaging Student Diversity in the Classroom and Studio
Center for Teaching and Learning, University of the Arts, Philadelphia
- 2014 Fox DESIGNChallenge: Three-Day Design Thinking Workshop
Temple Center for Design and Innovation, Philadelphia
- 2013 Design in Translation: Month-Long Design Research Project
Collaboration with MENA DRC + UArts, Philadelphia and Beirut
- 2013 Fox DESIGNChallenge: Three-Day Design Thinking Workshop
Temple Center for Design and Innovation, Philadelphia
- 2012 DESMEEM: Three-Month Cross-Cultural Collaborative Project
MENA Design Research Center, Beirut

PRODUCT EXHIBITIONS

- June 2017 [de]cant at TUMO Studios, Pushkin, Armenia
- May 2017 exp I: synergy, INDEX Exhibition, Dubai, UAE
- Oct 2016 exp I: synergy at Dubai Design Week (*with Tamara Barrage & Lea Kradokian*)
- July 2015 [de]cant at Letternoon, The Hamptons, New York, USA
- June 2015 exp I: synergy at Beirut Design Week (*with Tamara Barrage & Lea Kradokian*)
- Dec 2014 [de]cant at House of Today Exhibition, Beirut, Lebanon
- April 2010 Framed at Milan Design Week

FEATURED PRODUCT DESIGNS

- Dec 2018 *[de]cant, WallpaperSTORE** at House of Today Biennale, Beirut
- Nov 2018 *AMIDEAST Education Hero Award, AMIDEAST Gala 2018, Beirut*

Oct 2017	<i>AMIDEAST Education Hero Award, AMIDEAST Gala 2017, Beverly Hills</i>
Oct 2016	<i>exp I: synergy, The Financial Times</i>
Dec 2014	<i>[de]cant, The Daily Star</i>
April 2011	<i>Breeq Water Carafe, Yanko Design</i>
April 2011	<i>Void Computer Mouse, Yanko Design</i>
March 2011	<i>Breeq Water Carafe, Tuvie: Industrial Design and Future Technology</i>
March 2011	<i>Framed, Tuvie: Industrial Design and Future Technology</i>
June 2010	<i>Framed, Magaz Magazine</i>
April 2010	<i>Pruh-jekt, Design for Change (with Lea Kradokian)</i>
Feb 2009	<i>Have a Peace? Ottagono Magazine (with Elsa Osta)</i>

SKILLS

Languages

Arabic (Native)
Armenian (Native)
English (Near-Native)
French (Near-Native)

Design Research

Observations and Contextual Interviews
Generative Methods
Custom Research Tools
Participatory Design

Prototyping

Model Making
3D Modeling
Digital Fabrication
Woodworking
Molding & Casting

Visualization

Qualitative and Quantitative Data Presentation