Dana Danaee

(Mahtab)

Digital Interactive Designer/Developer

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📍 Augustine Heights, QLD, 4300

PROFILE

I am a digital media enthusiast with solid experience in IT, digital design, and interactive media. My experience includes but not limited to developing and monitoring digital campaigns, creating innovative digital resources and online interactive applications, research and analysis on the application of digital media in various fields. I'm passionate about this field and have great eagerness and capabilities.

Outside of my professional life, I enjoy spending time with my family, research and experiment, make art and make more art. If there is challenge to something you will find me interested.

📚 EDUCATION

Doctor of Philosophy (PhD) – Part time   UQ ITEE. 2019 – Current

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Master of Interactive Media – GPA 6.12   Griffith University. 2015 – 2016

Exegesis: Possibilities and limitations of bringing interactivity into the practice of collage

Details: This is normally a 2-year program (full-time). I have been given 80CP advanced standing which allowed me to finish this program in 1 year. This program was suggested to me by Griffith HDR to fulfil the requirement for entry to PhD program. Exegesis length is 12,554 words. This is a practice-led research based on an interactive paper theatre which I created as part of this program. This project explores the possibilities and limitations of bringing interactivity into the practice of collage, working primarily in a non-digital context.

Master of Information Technology – GPA 6.13   Griffith University. 2007 – 2008

Details: This is a 1-year program (full-time). Originally, I was enrolled in Master of Information and Communication Technology, but after the first semester, the program was removed, and I was transferred to the new program of Master of Information Technology. Although this was a coursework program but a few of the courses were based on research and the final assessments were done on my written papers. I took Research Methods in IT as an elective course to equip myself with the required knowledge for research.

Master of Multimedia Design with Honours – GPA HD   University of Sydney. 2006 – 2007

Exegesis: Possibilities and limitations of designing an online interactive system

Details: This is a 1-year program (full-time). The final project included a dossier which explained the process of creation and implementation for an online interactive story. This interactive piece was one of the winners in 2008 International Interactive Awards. As part of this program, was also a written paper (5,104 words) on the conceptual issues associated with development and implementation of online interactive systems.

Bachelor of Computer Engineering   Azad University, Iran. 1999 - 2004

PROFESSIONAL EXPERIENCE

Digital Curator
November 2019 – Current

+ Provide pro-active digitisation services.

+ Co-ordinate/supervise the work of other library staff in designated areas

+ Develop and maintain strong and effective communication with library staff, the

Copyright team and Information Systems and Resource Services to maximise the value of library expertise and service in enhancing UQ's teaching, learning and research

+ Assist in the evaluation/ management of the Library's digitisation priorities

+ Develop and maintain engagement with academic staff, researchers, and research managers to help promote understanding of the role of digitisation in research libraries

+ Present digitised material online to meet engagement outcomes, (e.g. online exhibitions, web pages, blog posts, social media) and manage other web content as necessary

Media Designer
August 2018 – November 2019

+ Design and create innovative digital educational resources to enhance the student experience and support student learning

+ Research and evaluate emerging instructional online technologies and tools

+ Work collaboratively on online learning development projects

+ Use sustainable creative approaches to convert existing learning resources into effective online learning content.

+Undertake projects and such other work relating to the effective use of online learning

Digital Marketing Coordinator
Feb 2018 – July 2018

+ planning, design and execution of marketing campaigns (both digital and print)

+ developing marketing strategies for wholesale and retail audiences

+ web performance analysis, increasing brand awareness through digital marketing

+ managing the creative process from concept to delivery

Digital Designer / Marketing
Feb 2012 – Dec 2017

I worked on projects for various clients such as Telstra, ALC Group and Australian Online College.

+ design, development and monitoring of online and offline marketing strategies

+ web, graphic and digital design

+ AdWords, Analytics, Social Media, etc

Graphic + Web Designer
Aug 2009 – June 2012

+ designing the company's web interface

+ digital, print design (promotional and marketing materials)

+ web performance analysis

Graphic + Web Designer
July 2008 – Aug 2009

+ managing the creative process from concept to delivery

+ digital, print design (promotional and marketing materials)

+ designing the interface for internal and external clients' websites

AWARDS

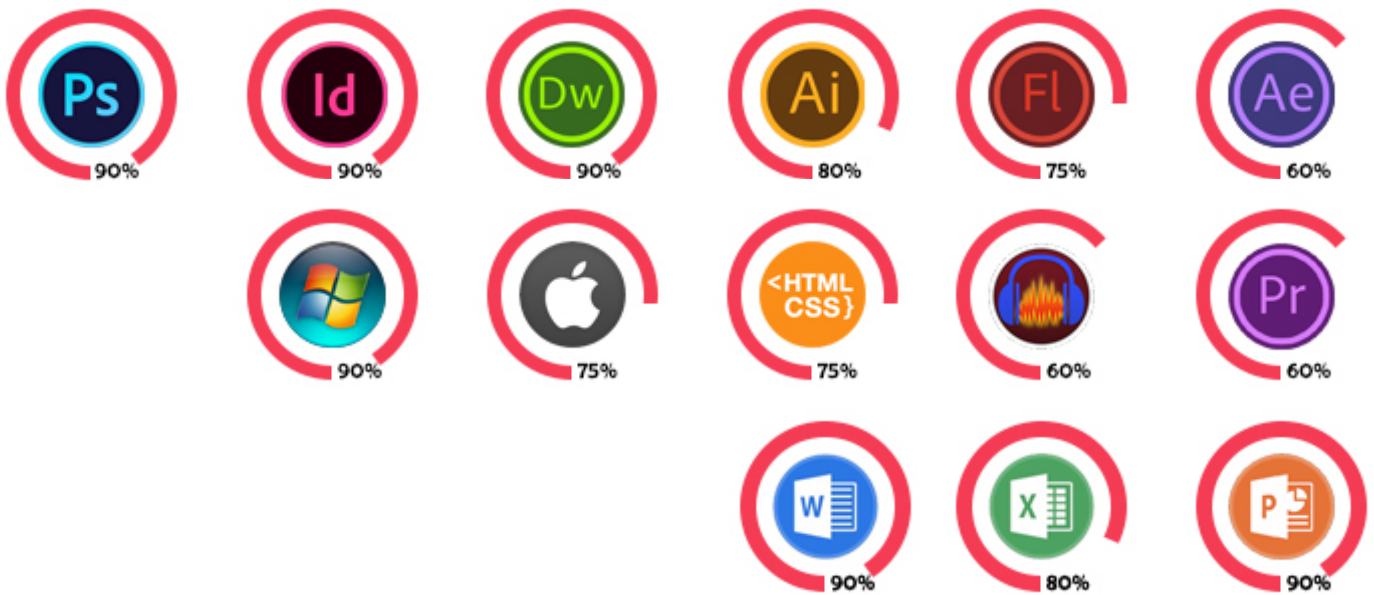2019 – UQ Library Staff Excellent Award Nomination

2018 - UQ Library Team Excellent Award: As a member of UQ Library IDL (Information and Digital Literacy) team and in collaboration with the DLT (Digital Literacy Taskforce)

2008 - The International Horizon Interactive Awards: The winner of bronze award with the project of "In Search of Reality" (Entry ID: 2559) in the Entertainment category

COMPUTER SKILLS

I have worked with many applications over the years. Skills I have particularly focused on in recent years are:

Ps 90%	Id 90%	Dw 90%	Ai 80%	Fl 75%	Ae 60%
Windows 90%	Apple 75%	HTML CSS 75%	Audacity 60%	Pr 60%	
		Word 90%	Excel 80%	PowerPoint 90%	

PERSONAL SKILLS

- Dependable, responsible and committed to excellence and success

- Highly motivated self-starter who takes initiative with minimal supervision

- Enthusiastic learner, eager to meet challenges and quick to grasp new concepts

- Team player who excels at building trusting relationships with customers and colleagues

- Strong verbal and personal communication skills

- Tolerant and flexible to different situations