

SOLENNE TADROS

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EDUCATION

- Judge Business School - The University of Cambridge**, Cambridge, UK, MSt in Entrepreneurship **2022 - 2024**
- Circuit Stream Inc**, Online Certificate, XR Development With Unity **2021**
- MIT**, Online Certificate, Business & Impact Planning for Social Enterprises **2020**
- Parsons School of Design - The New School**, New York, USA, BFA Design & Technology **2014 - 2018**
- Departmental Honors Award & Academic Honors Award
 - 4.0 GPA

EXPERIENCE

INJAZ AI-Arab, Amman, Jordan

Digital Technologies & Partnerships Support Officer **01.2023 - 10.2023**

- Leading digital transformation of analog educational programs onto a centralized ed-tech platform to empower 1,000,000 students in the MENA region by 2024.
- Pioneering the development and implementation of a groundbreaking educational pillar, centered around Technology, AI, and Digital Skills, empowering elementary, high school, and university students to acquire the essential competencies demanded by the modern digital workforce.
- Facilitated grant initiatives, contributing to fundraising and donor relations with the likes of Google, Starbucks, and Barmej.

ALLGANIC, Amman, Jordan

Communications & Digital Marketing Manager - Full Time **02.2021 - 02.2022**

- Presented, negotiated, and secured the largest distribution deal with skincare brand *Agent Nateur* in the MENA region.
- Executed a full rebrand of the company logo, website, packaging, and social media aesthetic using Adobe Suite, iMovie, and Canva which led to an increase in organic traffic and sales by 70% compared to the previous year's sales.
- Managed social media content development, including ideation, creation, and publishing of social-first content to drive traffic from our target audiences. This includes Instagram posts, stories, reels, IGTV, and engagement - resulting in a 165% follower increase in 1 year.
- Responsible for marketing and sales of 550 international and local skincare, personal care, hair care, and baby care products.
- Solely planned and executed exclusive events for influencers and top buyers at formal event spaces which led to educating prospects that evolved into brand evangelists.
- Screenwriter of the first "Low-Toxin Living" television series on Roya TV, the country's #1 television network co-produced by Allganic.

"PLO Style" Docu-Series by Vivian Tabar, Toronto, Canada

Freelance Graphic Designer - Contract **07.2021 - 11.2021**

- Worked alongside Vivian to research American hip-hop, Arab history, and design the storyboard for 6 episodes.
- Created and designed original graphics for the [docu-series trailer](#) highlighting Arab culture in hip-hop to be shared with rapper Yasiin Bey (Mos Def), singer Majid Al-Maskati (Majid Jordan), producer Noah James Shebib (Fourty), and other music industry professionals.

GRID - VR & NFT Fashion Platform, Toronto, Canada

Co-Founder & Co-CEO **09.2020 - 09.2021**

- Conducted primary market research and analyzed survey data from fashion enthusiasts and high-end/luxury fashion brands such as Heron Preston and Nafsika Skourti to understand product-market fit.
- Developed and created 3D models via photogrammetry of Heron Preston's limited edition t-shirt collection to be marketed on the Metaverse.
- Developed and designed a business plan, [pitch deck](#), and MVP of GRID for initial alpha user testing and review from the Dean of Fashion at Parsons School of Design and the ex-VP of IBM.

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ELVAUX LABEL x SOLENNE TADROS for Cyber Fashion Week, Toronto, Canada

Virtual Reality Designer & Developer - Contract

05.2020

- Collaborated with Elvaux Designer to research, brainstorm, and draft virtual reality concepts for a promotional narrative-driven VR retail experience to be developed onto the Oculus Quest.
- Developed a [single-user 6DoF VR experience](#) to highlight the story behind Elvaux including interactive elements to promote 5 limited edition Elvaux t-shirts which were sold at USD 100 per piece.
- The experience was featured in Vogue US and Vogue Spain which led to Elvaux expanding its t-shirt collection due to celebrity adoption.

The King Hussein Foundation, Amman, Jordan

Virtual Reality Consultant - Contract

09.2019-1.2020

- Chosen amongst 5 local VR companies to lead the creation of a VR lab for refugee students at The Jubilee Institute.
- Selected immersive educational courses for students to better retain academic material whilst also providing students with the software and skills to create their own XR content and enhance their development skills.
- Managed UNHCR donor budgets to be invested in carefully selected VR hardware, VR software, computers, architects, engineers, heating/cooling systems, and furniture.
- Collaborated and communicated directly with the Director of The Jubilee Institute, Director of The King Hussein Foundation, engineers, and VR content creators to ensure we meet proper technical and educational standards.

1Point Commerce & ECpages, Amman, Jordan

Graphic Designer, UX/UI Designer - Full Time

12.2018-12.2020

- Rebranded the sister-companies logos, websites, pitch decks, presentations, and business cards to increase brand awareness and exposure to new markets.
- Designed and created the customer journey maps and web flow for the [1Point Commerce](#) and [ECpages](#) user experience.
- Developed wireframes and prototypes for user testing purposes to recycle feedback from stakeholders to optimize UX/UI of web apps, resulting in user-centered and sophisticated web pages that offer intuitive navigation to maximize user engagement.

The Jordan Museum, Amman, Jordan

Virtual Reality Developer - Contract

07.2018-01.2019

- Solely designed, developed, and deployed [two virtual reality 3DoF Jordanian heritage experiences](#) on the Oculus Go to be exhibited in the museum for educational purposes.
- Performed 3D scanning of various artifacts via photogrammetry using an iPhone and Remake Software.
- Presented both projects to Princess Sumaya of Jordan and The Jordan Museum board of directors.

(x)odus.global, Amman, Jordan & New York, USA

Founder, Creative Director, & VR Developer

09.2017-04.2022

- Collaborated with displaced Iraqi, Syrian, and Palestinian women in Jordan to craft [sustainable products](#) to be marketed in VR and sold for 194.8 USD. Over \$10,000 was fundraised and distributed amongst the displaced craftswomen.
- Developed a VR experience titled ["PRE-EXODUS"](#) based on the memory of a Palestinian refugee onto the OculusGo. The VR experience has been exhibited in New York (2018), Abu Dhabi (2018), Dubai (2018), Rotterdam (2019), Arnhem (2021), Amman (2022), and Stockholm (2022).

Legendary Cyphers | A 360 Documentary, New York, USA

360 Videographer & Video Editor

12.2017

- Responsible for setup and optimization of the Samsung 360 camera, microphones, and lighting in multiple environments to grab high-quality footage of the rap group, Legendary Cyphers, to produce the [VR documentary](#).
- Stitched and edited the 360 footage using Adobe Premiere Pro to create a seamless immersive experience.
- Exhibited in Paris (2017), New York (2018), and Louisiana (2019).

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FEATURES

- British Council | Jordan, Research Report: [Arts In the Digital Age](#) **2022**
- Cult Bytes - [Editors' Picks: Stockholm Art Week](#) **2022**
- Al-Ghad Newspaper - [وادي فينان للفنون يزهو بلوحات رقمية](#) **2022**
- Journal of Creative Pursuit, Issue No. 2 "Memory" - [Solenne Tadros: Recollecting Leila's Palestine](#) **2022**
- Jordan News - [When Cryptocurrency Meets Art](#) **2021**
- Columbia University Center for Palestine Studies x Lifta Volumes - [Taking Leila Home by Solenne Tadros](#) **2021**
- WOMENA Youtube Channel Series: [I Got Your Six, Episode 2](#) **2021**
- WOMENA: *Preserving Heritage Through Emerging Tech* - [Instagram](#) [Facebook](#) **2021**
- VOGUE US - [This Palestinian Label Launched the Digital World's Answer to Fashion Week](#) **2020**
- VOGUE SPAIN - [Esta marca palestina ha lanzado la respuesta digital a las semanas de la moda](#) **2020**
- Mille World - [This Designer Turns Traumatic Memories Into Bags](#) **2019**

EXHIBITIONS

- *PRE-EXODUS* - Stockholm Art Week - Stockholm, Sweden **2022**
- *The Algorithm is Obsessed with Me* - The NFT Digital Exhibition, Art Dubai, UAE **2022**
- *PRE-EXODUS* - Wadi Finan Art Gallery - Amman, Jordan **2022**
- *PRE-EXODUS - In Your Touch, I Remain* - Arnhem, Netherlands **2021**
- *PRE-EXODUS - New Radicalism by (A)WAKE* - Rotterdam, Netherlands **2020**
- *Legendary Cyphers* - New Orleans Film Festival, Louisiana, USA **2019**
- *PRE-EXODUS - My Olive Roots Event* - Abu Dhabi, UAE **2018**
- *PRE-EXODUS - General.3am Concept Store* - Dubai, UAE **2018**
- *PRE-EXODUS - Design & Technology BFA Thesis Exhibition* - New York, USA **2018**
- *Legendary Cyphers* - Hip Hop Film Festival, New York, USA **2018**
- *Legendary Cyphers* - Hip Hop Film Festival, New York, USA **2017**
- *Legendary Cyphers* - Urban Films Festival, Paris, France **2017**

TALKS

- Radio Show: Play 99.5 FM - *The Drive Back Show with Dana Darwish*, Special Guest: Solenne Tadros - Amman, Jordan **2022**
- Stockholm Art Week Artist Discussion: *PRE - EXODUS with Artist Solenne Tadros* - Stockholm, Sweden **2021**
- Podcast: [KONST - Episode 2: The role of VR, AR and XR in art + creating intellectual and emotional engagement through immersive experiences with Lina Aastrup and Solenne Tadros](#) **2022**
- Artist Panel Discussion: *In Your Touch, I Remain* - Arnhem, Netherlands **2021**

PROGRAMS, HARD SKILLS & SOFT SKILLS

- VR Development - Unity
- 3D Scanning - Agisoft Photoscan, Remake
- 3D Modelling - Blender, Google SketchUp
- 360 Photo & Video Capture
- Adobe Suite Programs - Photoshop, Illustrator, InDesign, Premiere Pro
- Users Experience (UX) / User Interaction (UI) Design
- Presentation Design and Delivery
- Narrative-Driven Product Promotion
- Graphic Design
- User Centred Design
- Digital Marketing
- In-depth Research
- Concept Creation & Development
- Relationship Building
- Collaborative / Team Player

LANGUAGES

- Arabic
- English
- C++/C#*
- HTML*
- JavaScript*

* Beginner level with experience applying knowledge successfully to execute projects.