

ATEF SAEED

Contact

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To me, being a designer means considering the whole picture, including the user experience, human behavior, and the environment. *My goal is to create a harmonious and enjoyable experience for my clients and their users.* I have a fine arts background from my undergraduate studies, which helped me explore and master various printing methods. My master's degree in communication design taught me how to co-design with communities and hold effective workshops. Through my professional experiences, I have honed my skills in research and learned to see projects through from inception to completion. I drive my work through understanding, adaptability, empathy, and curiosity. I'm highly motivated and have a strong interest in printing and production. I enjoy taking on challenges, expanding my knowledge, building human connections, and fostering a nurturing environment.

Academia

Pratt Institute

Master of Fine Arts

School of the Museum of Fine Art at Tufts

Post Baccalaureate

Harvard Summer School

Law and Psychology

Central Saint Martins | UAL

Graphics Folio Short Course

School of the Art Institute of Chicago

Bachelor of Fine Arts

Technical Skills

Installation, Sculpture,
Painting, Laser Cutting,
Book Making, Laser
Printing, Letterpress,
Lithography, Wood Shop,
Vinyl Cutting, 3D Printing,
Book Making

Language

Mother Tongue

Arabic

Fluent

English

Intermediate

Spanish

Design Skills

Adobe Suite, Branding,
Logo Design, Editorial
Layout, Publication
Design, Color Theory

MFA Thesis

UNVEILED

This thesis explored how we have created systems like patriarchy, colonialism, capitalism, and doctrinism that are deeply interwoven and mutually reinforcing. At their core, these systems are about the dominance of one group over another. Through the reinforcement of these systems we have enabled different forms of discrimination — ableism, sexism, racism, heterosexism — in the built environment. These systems trigger different psychological processes like pathologization, infrahumanization, and dehumanization, in which the humanity of certain groups of people is reduced. *Design has reinforced systems that create conflict and tension between the diversity of humans.*

This thesis manifested into a publication in which the main goal was accessibility and building community, and so I printed newspapers and posters that will were handed out during the Pratt Shows, Other Islands bookfair, and a Pop-Up show install @ La MaMa.

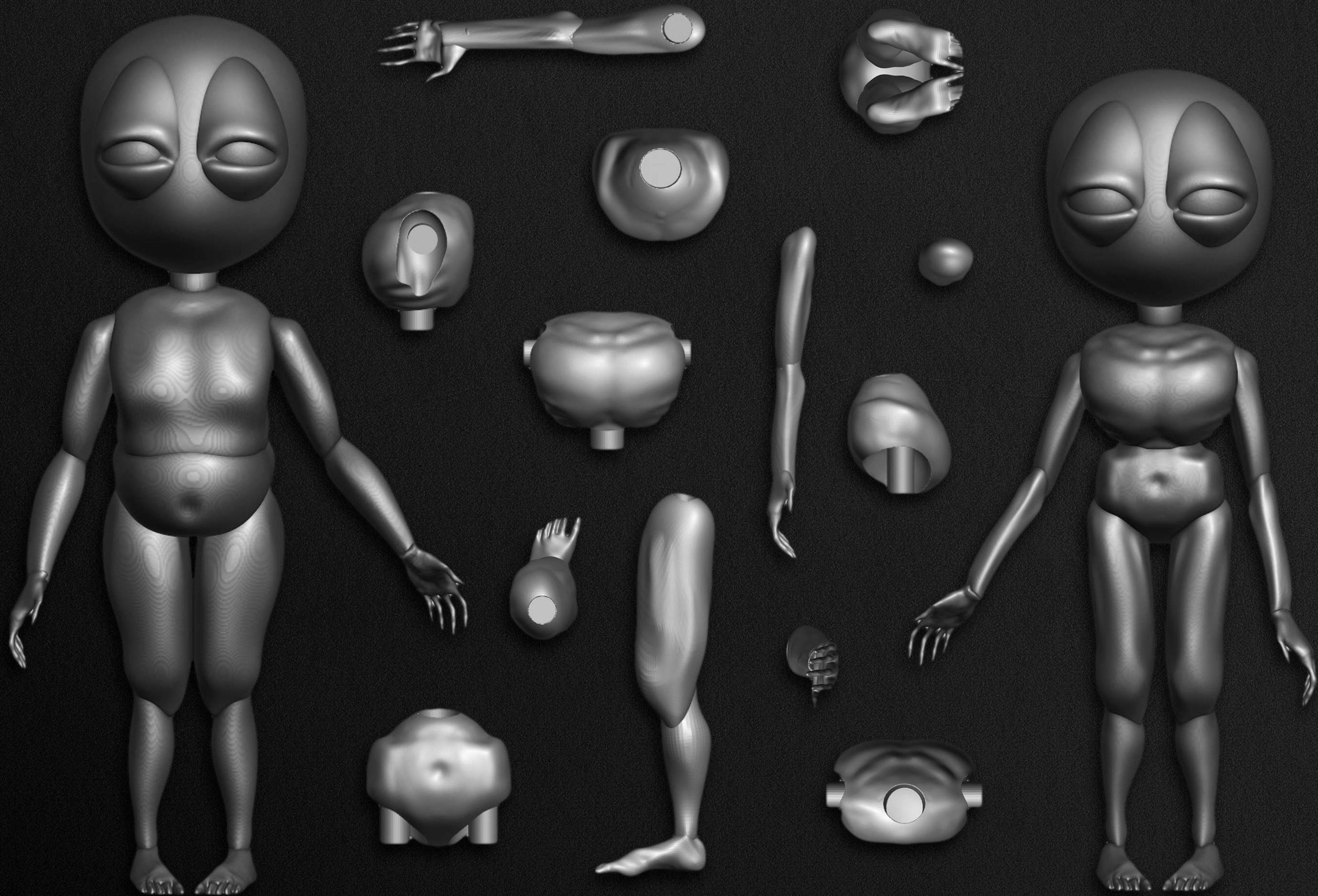


MFA Thesis

BUILD A BITCH

Throughout history, oppressed bodies have faced every -ism and schism while being denied their humanity. In response, I began to gather as many people as I could to share with me their childhood stories, and reflect on their experiences with their toys. Because the collective's mere existence challenges the systems at play, because all forms of oppression are linked, and therefore all forms of liberation are linked. *We envisioned a doll that offered flexibility to help its user become the creator. And so the creation of a modular nonbinary doll began.* However, in October of 2023 we were revisited with a stark reminder of how black, brown, orientalized, disabled, and trans bodies have been battlegrounds in the struggle for recognition and equality. Over the past seven months, we have seen Palestinians become targets of extreme violence, rape, torture, and mutilation as tools of destruction. And so the doll evolved into a conduit for collective voices serving as an advocate for the liberation of Palestinian children and their families.







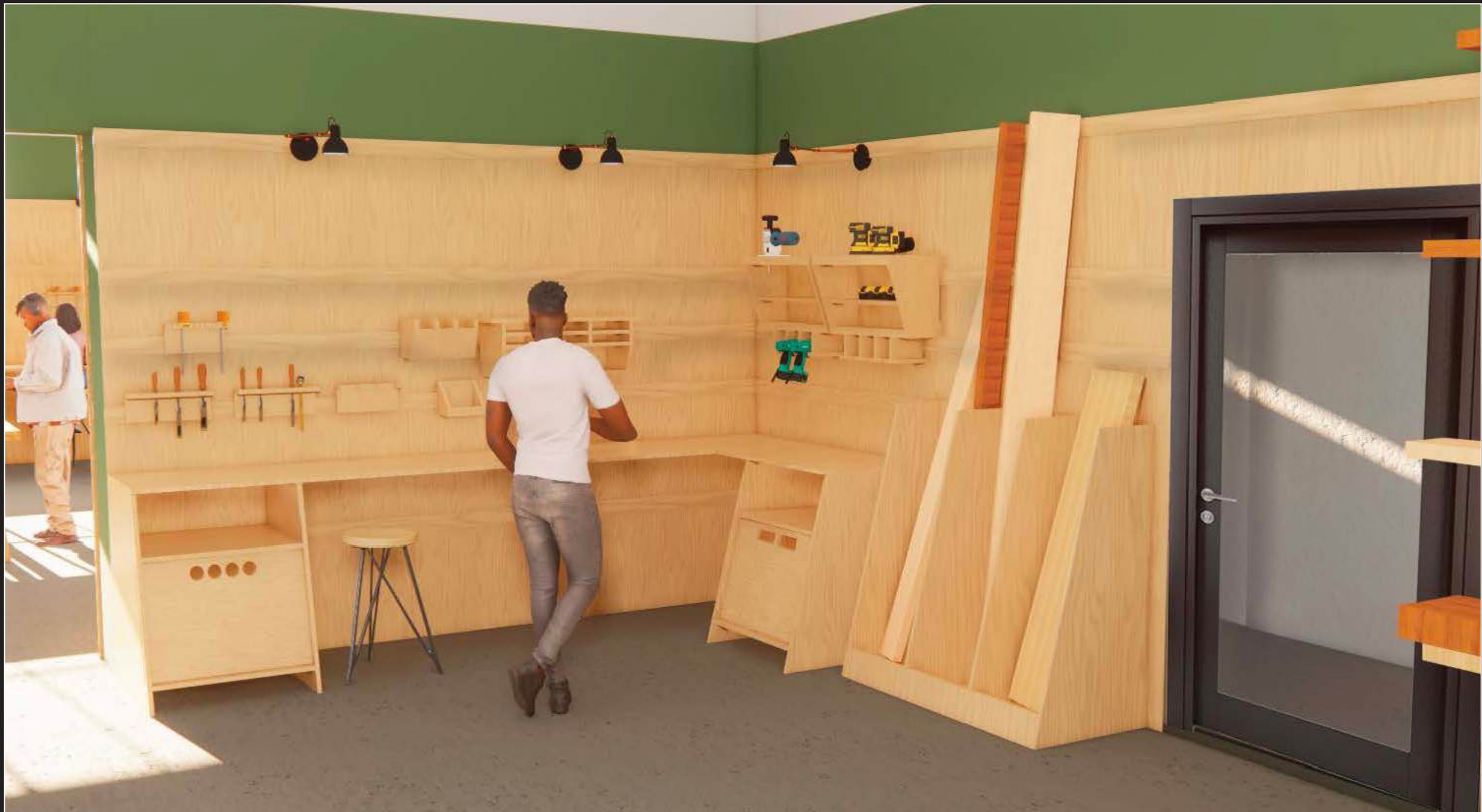
Pratt Institute x Mather

THE ANNEX

In this project we, an interdisciplinary team at Pratt institute, co-designed a new maker-space layout with Mather Highschool.

We developed a new wall system which will store, and display finished work, tools, supplies, furniture, belongings, and communicate mather identity, creating a more versatile, intentional, and functional space.





The Parallel Conservatory

PRE BETA LAUNCH

The Parallel Conservatory aims to acknowledge, examine, and temper the Colonialist histories surrounding institutional acquisition, classification, and display. It draws from feminist theories and digitally diasporic practices that support the continual reconfiguration of such structures.

I worked with Ops-LAB, an experimental, interdisciplinary team. *Our aim is to take emerging technologies and synthesize them into easily accessible platforms, giving users agency as collectors, curators, and co-creators of communal archives.* We are interested in the generative process of translation and mistranslation that allows for newness through infidelity.





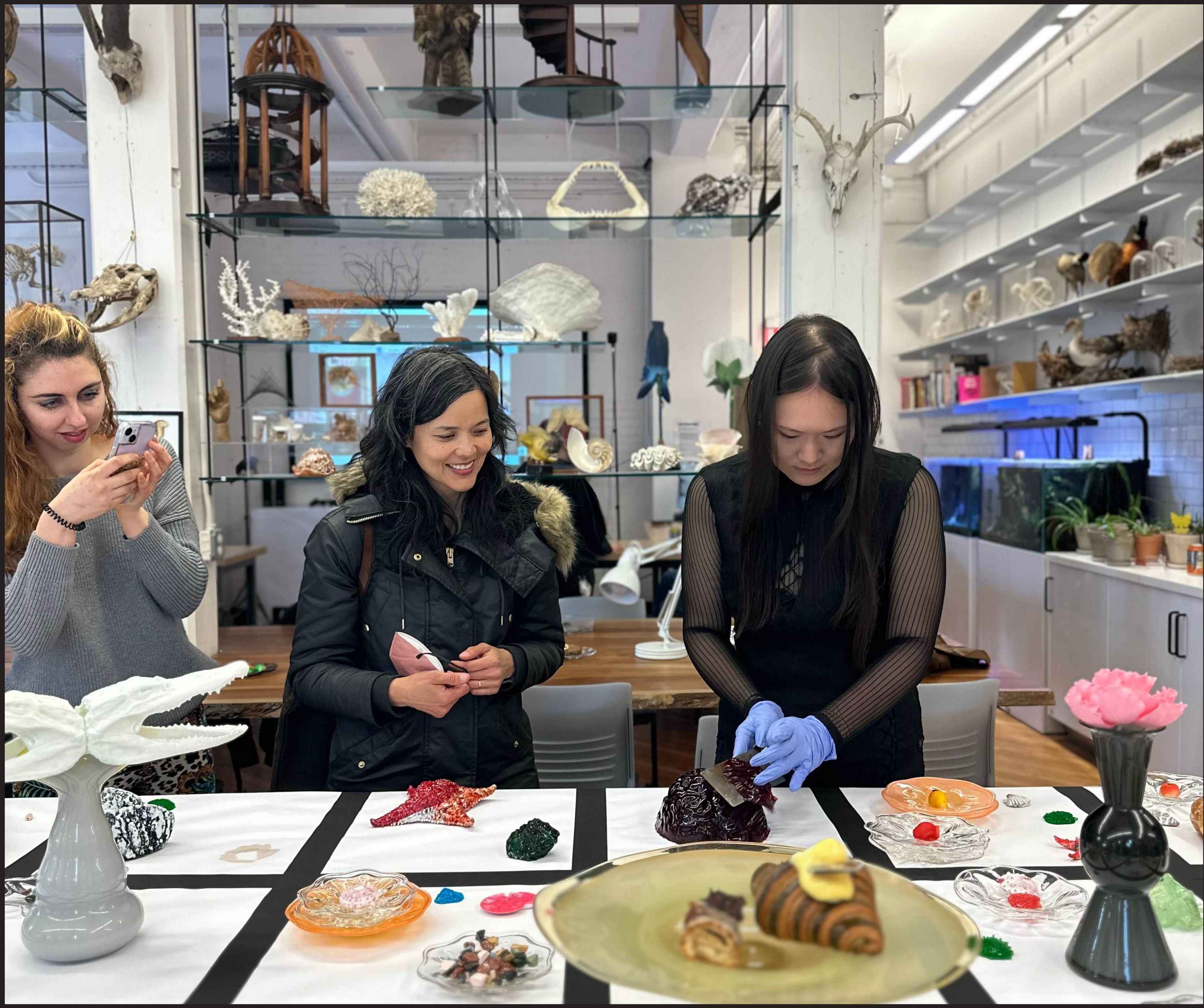
The Parallel Conservatory

BETA LAUNCH

Our aim now is to deploy the methodologies that we have developed through a larger system and work with institutions that have broader audiences.





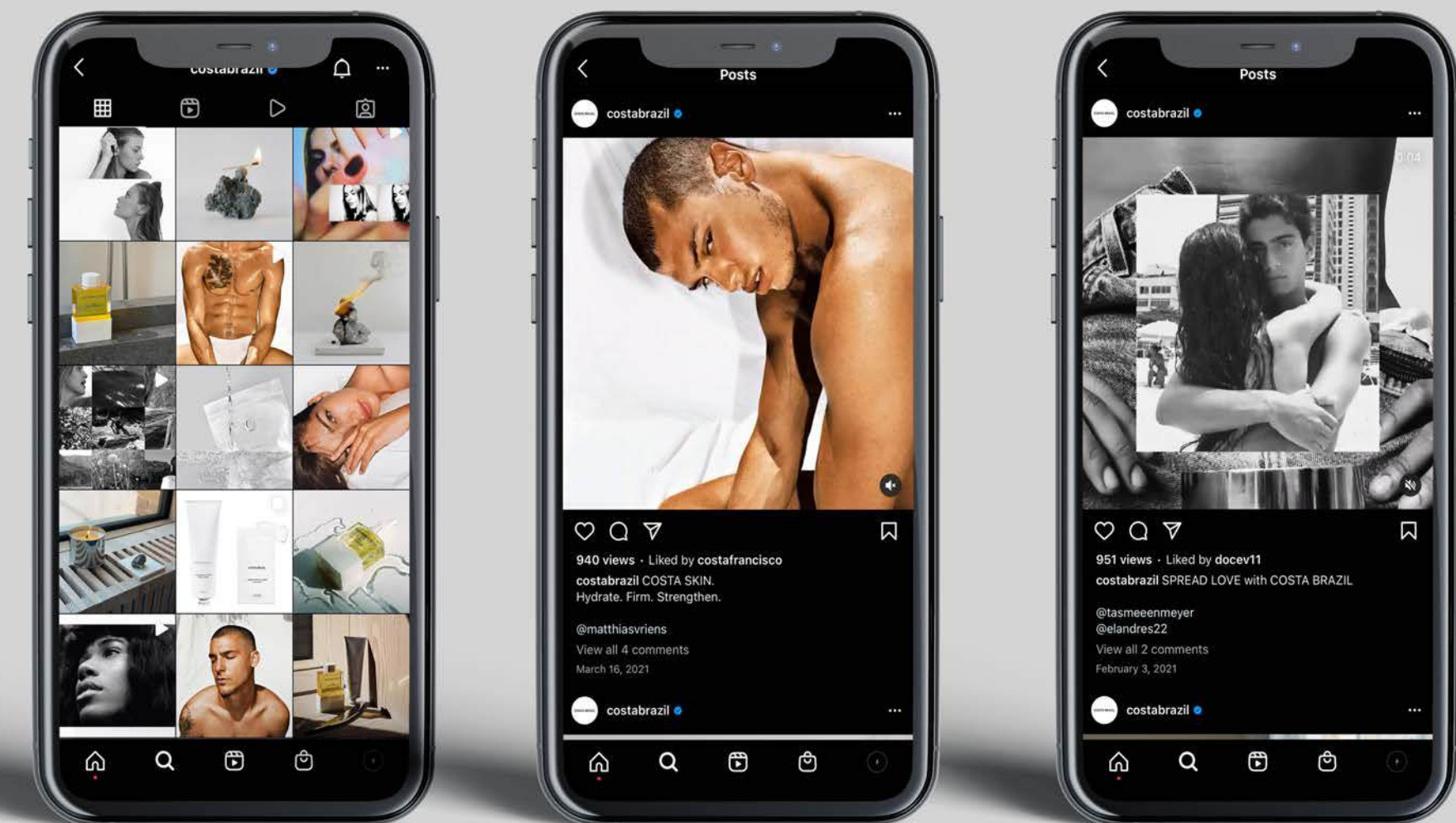


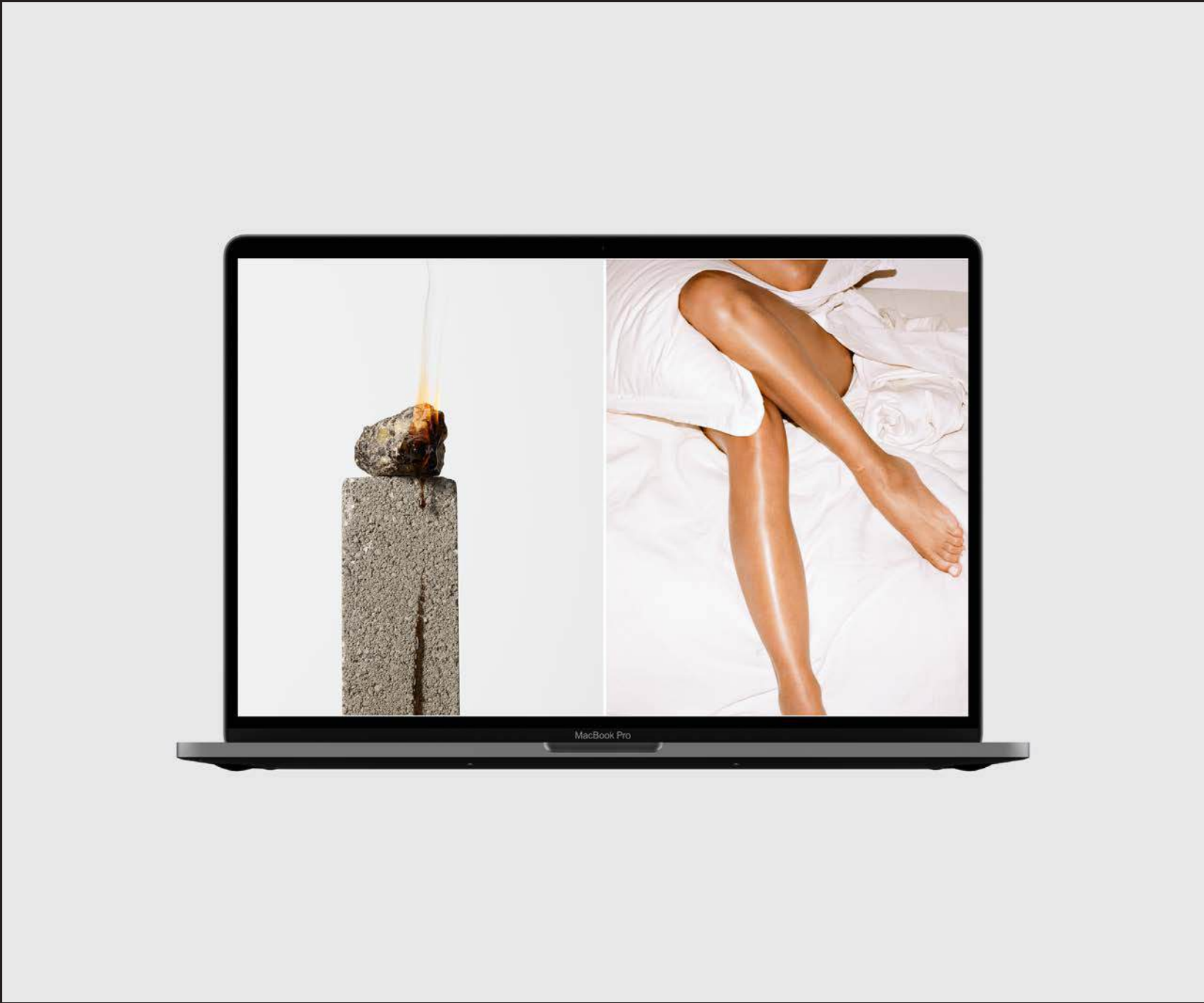
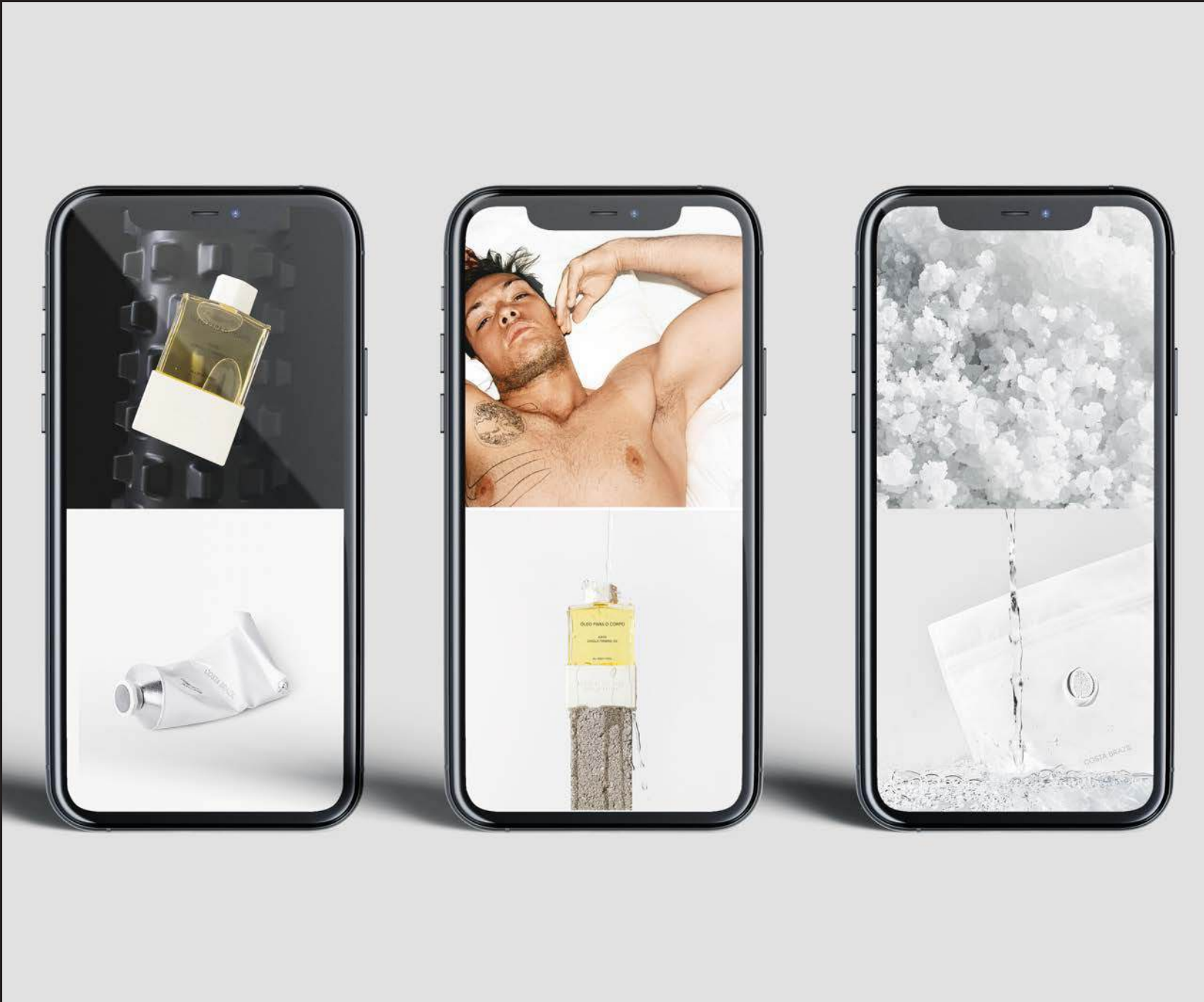
Costa Brazil

COSTA BRAZIL

I assisted in promoting and enforcing CB's brand identity. I worked directly under Romy Northover, the Art Director, and Francisco Costa, the Founder & Chief Creative Officer.

We designed advertisements, infographics, GIFs, and brand collaterals. We reviewed creative insights in order to help maximize advertising.





BFA Thesis

WE ARE

For my BFA show, I worked with a partner to create an interactive installation.

We wanted to connect, contextualize, and produce work that explored the idea of unity and division.

This exhibition explored personal safety in the context of competing religions and ideologies that claim superiority over one another. In it, I invited viewers to become active participants by sharing their insecurities. The final product taught me that I wasn't alone—

Everyone, regardless of their identity, suffers from the insecurity of being human.





Pratt Institute

DICE OF TRUTH

A game of deceit and manipulation.

In this game, you roll dice and draw cards that make you feel good or bad about yourself, while also hiding or exposing a secret about the rigged die. *The game is flawed by design*, and its goal is to confuse the user into thinking they are flawed. Only one player will learn the truth, and they can choose to share it or keep it.

The game is *a critique of our society* today, where privilege, secrets, and emotions are used to manipulate people. Will you be able to see through the lies and win the game?





MFA Thesis

CULTURE X NATURE

This literature review argues that design has lacked integrity, breaking down how **societies have segregated the human race through design**, creating patriarchal systems designed by men for men, and convinced people that disability is inherent to the individual.

The essay then discusses the impact of the American documentary film, Crip Camp. It shows how society pathologizes deviation from the norm and how people with disabilities can experience liberation and full inclusion as human beings when obstacles in the environment are removed.



