

Jana Abou Nasr

Multidisciplinary Creative | Experiential Marketing & Spatial Designer | Narrative & Experience Designer

~ Experience and spatial designer blending spatial thinking, storytelling, and technology to shape multisensory brand worlds. Specializes in immersive installations, brand activations, and hybrid physical-digital experiences that combine design thinking and sensory storytelling to deliver impactful marketing activations. At WUJŪD, she leads experiential marketing initiatives that translate brand narratives into tangible audience journeys — blending creative storytelling with audience engagement to deepen brand connection. Her MA thesis, *Olreverie*, explored Synesthetic XR Design — using immersive media to simulate cross-sensory perception in brand storytelling. Her project *EchoRealms* was presented at the Aesthetica Film Festival (2024), and her ocean-narrative work using projection mapping was selected for the UNESCO Ocean Decade Challenge 10 (2024).

– Education –

Master's in Virtual Reality & Immersive Environments (MA)
(Oct 2023 – Dec 2024)
University of the Arts London

Bachelor's in Architecture & Interior Architecture (BSc)
(Sep 2016 – July 2021)
German Jordanian University

Exchange Semester – Interior Architecture
(Sept 2019 – Feb 2020)
Hochschule für Technik Stuttgart

★ Experience ★

✦ **WUJŪD (وجود) - Experiential Marketing**
(Feb 2026 – Present)
Amman, Jordan

✦ **Sira Community (مجتمع سيرة) - Member**
(Jan 2026 – Present)
Amman, Jordan
Contributes to community engagement and event programming, connecting with a network of creatives and cross-disciplinary collaborators.

✦ **Pandora - Concept Designer & Spatial Design Freelancer**
(Aug 2025 – Sept 2025)
Remote

✦ **Freelance - Concept, Experience, and Spatial Designer**
(Apr 2025 – Jan 2026)
Remote

✦ **FADAA - Spatial Design Freelancer**
(Feb 2025 – Apr 2025)
Amman, Jordan

✦ **University of the Arts London - Post-Grad Community Ambassador**
(Dec 2023 – Dec 2024)
London, UK

✦ **Paradigm DH - Architect & Interior Architect**
(Aug 2021 – Sept 2023)
Amman, Jordan

✦ **ATELIER BRÜCKNER - Exhibition Designer Intern**
(Mar 2020 – Sept 2020)
Stuttgart, Germany

✦ **Paradigm DH - Interior Architecture Intern**
(Jan 2019 – Feb 2019)
Amman, Jordan

/ Skills /

● Technical Skills

Adobe Photoshop / Illustrator / InDesign / Premiere Pro
2D & 3D AutoCAD, SketchUp
Rendering Enscape / D5 Render
VR & MR Unity / Unreal Engine / Spark AR / Aero
Projection Mapping Basic interface knowledge – TouchDesigner / Madmapper
Concepting & Management Miro / Figma / Notion
Office Suite PowerPoint / Word / Excel
AI Claude / ChatGPT / Gemini & Nano Banana / Midjourney

● Soft Skills

Creative storytelling / Strategic thinking / Cross-disciplinary collaboration / Leadership & team coordination / Research & innovation / AI-driven ideation / Experiential marketing / Brand design / Visual & experiential

● Languages

Arabic (Native)
English (Fluent)
German (Intermediate – Goethe B1)

● Certifications

The Power of Experiential (Experiential Marketing)
Oct 2025

Enterprise Design Thinking Practitioner - IBM
Issued Nov 2025

Adobe Certified Professional in Digital Video Using Adobe Premiere Pro
June 2024

Goethe-Zertifikat B1
Issued May 2019

Visual Merchandising and Display - Online Short Course
Oct 2023

IELTS Academic
Issued Jul 2023

◆ References ◆

Dana Qabbani
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Arts Administration & Cultural Management Expert
Executive & Artistic Director, WUJŪD
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