

Eyas Humeid

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PROFESSIONAL EXPERIENCE

Syntax Design

Amman, JO

Brand Strategist Intern

May – August 2024 & May – August 2025

- Conducted market and competitor research across engineering, skincare, and homecare sectors
- Developed strategic business proposals and brand communication frameworks, including tone of voice, messaging, and verbal identity
- Attended client meetings, took detailed notes, and translated feedback into refined communication and positioning strategies

Yanboot: Organic Market

Amman, JO

Creative Assistant

March – September 2022

- Designed social media visuals and packaging for organic food and seed products using Adobe Illustrator
- Assisted in photography, branding, and customer engagement
- Updated the store's website by adding new products to the e-store

EDUCATION

Amman National School – ANS

The Hague, NL

International Baccalaureate Diploma || GPA: 39/45

2021

Leiden University – LU

The Hague, NL

BA International Studies: Region: Europe; Minor: Digital Humanities & AI || GPA: 7.8/10 Expected December 2025

Thesis: Europe's Dependence and the Moral Paradox of Crisis; qualitative case study on Europe's financial dependence on U.S.-led hegemony.

Relevant Projects:

- Produced and presented a policy-oriented consultancy report for Rabobank, integrating political, cultural, and economic analysis to propose a framework for anti-corruption strategy in global banking.
- Applied AI-based computer vision (YOLO) to digitized newspaper archives, enhancing the detection of human and object patterns across historical datasets.
- Designed and presented a research paper on AI and mental health, combining autoethnography, cognitive-behavioural theory, and prompt-engineering techniques to prototype an LLM-based therapeutic model.
- Created and presented a mock marketing campaign for Adidas.

RELEVANT SKILLS

- **Quantative:** Statistical analysis, data visualization (Python, JASP, Excel), ML & NLP methods (transformers, sentiment analysis, YOLO).
- **Qualitative:** Brand communication, policy analysis, academic writing, marketing strategy, and historical research.
- **Creative:** Adobe Illustrator, Photoshop, Wordpress, Logic Pro (GarageBand), iMovie, digital & analog photography, Social Media Content.
- **Languages:** English (Fluent), German (Fluent), Arabic (Fluent), French (Intermediate), Dutch (Intermediate)
- **Interests & Hobbies:** Guitar, Blogging, Vlogging, Politics, Economics, Psychology, Cybernetics, Philosophy

