

# sér

Composer & Producer | Audiovisual Artist

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## ARTIST STATEMENT

Sér is a composer, producer, and visual artist based in Dubai. Her work integrates music composition, sound design, and visual art to give form to her emotions and inner experiences, sometimes executed as performances, installations, or standalone works. Rooted in improvisation and experimentation, her practice seeks to engage audiences on multiple sensory levels, translating personal experiences into works that are both intimate and accessible.

## EDUCATION

### American University In Dubai

BFA in Visual Communication  
Specialization in Digital Media.

### Berklee College of Music

Master's in Music Production,  
Technology and Innovation.

## LANGUAGES

English — Fluent  
French — Fluent  
Arabic — Conversational  
Spanish — Conversational

## AWARDS

### Advanced Contemporary Artist Award | 2018

*Dent In The Crystal Thesis Album*  
Berklee College of Music, Valencia, Spain.

### Winner for Digital Extravaganza Exhibition | 2022

*Audio Visual NFT "Aether"*  
Theatre of Digital Art, Dubai,UAE.

### Provost Award for Creativity | 2022

**in Design and the Visual Arts**  
American University in Dubai,UAE.

### Finalist in FINIKIA Film Score | 2025

*Film Score "Rhythm of the Docks"*  
Zouk Mosbeh, Lebanon.

## SPECIALIZED SKILLS

Music Production & Composition  
Audio Visual Performance & Installation  
Sound Design  
Digital Art  
DJ & VJ

## WORK EXPERIENCE

### Ambassador of Berklee College of Music in Dubai | 2018 – Present

### Assisant Professor of Digital Media | 2019 – Present

American University in Dubai, UAE.

### Guest Lecturer – UAE AI Summer Camp | 2022

"*The Language of Audio Visual NFT*", ToDA, UAE.

### Panelist – 46th Cairo International Film Festival | 2022

Panel Series on *Sound and Music in Storytelling*, Egypt.

## EXHIBITIONS & PERFORMANCES

### DJ - International Advertising Association | 2016

Tribeca,Dubai, UAE.

### Performance Set with Artist "La Chica" | 2017

Visual Composition & VJ Performance.  
Sala Russafa,Valencia, Spain.

### Berklee After-Works Cumulative Experience Show | 2018

Audio visual Installation, "*Dent In The Crystal.*"  
Club Toscallar,Valencia, Spain.

### Berklee Step Into the Future | 2018

Electronic Music Performance.  
La Sucursal (ático Veles e Vents),Valencia, Spain.

### La Nit De Berklee | 2018

Dj Set for Berklee Valencia Commencement Concert.  
Av. del Professor López Piñero,Valencia, Spain.

### Expo 2020 Performance | 2021

Visual Compositions & VJ Performance.  
Dubai, United Arab Emirates.

### Art Dubai Digital - C.A.D 9.0 Blockchain Edition | 2022

Exhibition of audio-visual NFT "*All of Your Pieces.*"  
Dubai, United Arab Emirates.

### Digital Extravaganza Show - Theatre of Digital Art | 2022

Exhibition of Audio Visual NFT "Aether."  
Madinat Jumerah, Dubai, UAE.

### Sound Design Collaborator - Noor Riyadh | 2022

Audio visual sculpture exhibited ,"*Numinous Najd.*"  
Jax Dixtrict, Riyadh, Saudi Arabia.

### Music Composer - *Continuum*, Aisha Alabbar Gallery | 2024

Solo Sculpture exhibition by Armin Najib  
Al Serkal, Dubai, UAE.

### Finalist - FINIKIA Film Score | 2025

Live performance of score for "*Rhythm of the Docks.*"  
Zouk Mosbeh, Lebanon.