

## EDUCATION

Institution: Simon Fraser University  
Graduating: Spring 2020  
Joint Major: Business and Interactive Arts & Technology  
Concentration: Design and Business

## SKILLS

### Software

Photoshop	Axure RP
Illustrator	InVision
After Effects	Sketch
Principle	

### UX

Wireframing	Usability Testing
Journey Maps	Rapid Prototyping
User Research	Personas

### Coding

HTML / CSS	Processing
Basic Java	

## LANGUAGES

English	Hindi
Urdu	Punjabi

## PROFILE

I am an aspiring UX Designer who strives to create intuitive and inclusive experiences that engage and re-engage users as the product evolves. My passion lies in understanding how users think and how we can create products that connect their problems to our solutions.

## DESIGN EXPERIENCE

### Visual Design & Business Development Lead Jan 2017 - Current

Entomorrow Inc.

- Leading Entomorrow's visual branding and marketing strategy by understanding market trends and consumer needs
- Creating opportunities for business growth by reaching out to investors and potential partners

### Freelance Designer Jan 2017 - Current

Graphic and Web Design/ Development

Designing websites, logos, posters and other content for businesses

#### Client List:

- Simon Fraser University - FCAT (Graphic Design)
- Ellora Hair Salon and Spa (Web Design/ Development)

### Visual Communications Co-ordinator Sep 2017 - April 2018

Student Marketing Association (8 month contract)

- Collaborating with SMA's marketing team to create brand aligned content
- Designing SMA's Partner Booklet used to update current stakeholders and attract new ones

## ACADEMIC EXPERIENCE

Other relevant courses available on linkedIn

### IAT 334 - Interface Design

- Conducting exploratory research, user research, and usability tests for existing and self-made apps
- Creating wireframes, workflows, personas and journey maps based on user research
- Creating high fidelity prototypes in InVision

### IAT 201 - HCI and Cognition

- Biology and psychology of human cognition and perception in the context of technology
- Design thinking based on theories and models in educational psychology

### IAT 235 - Information Architecture

- Designing visual representations of information for diverse communities and contexts