ALEEZE ASIF
UX Designer

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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 parters

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
Oct 9 - Sept 12

Student Marketing Association

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

ACADEMIC EXPERIENCE
Other relevant courses available on linkedIn

IAT 343 - 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 UX 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