Essha Khan

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SUMMARY

- Aspiring UX/UI Designer with a professional background in digital innovation and sales and an academic background in graphic design, communications, and marketing within various industries including the financial services industry.
- Expertise in project management, graphic design, visual communication, sales and marketing, branding and identity, creative problem solving, customer engagement, design applications, print and digital media, presentation skills, market research and analysis.
- Technical Expertise: Figma, Adobe Creative Suite, Balsamiq, Marvel, Sketch, Invision, Miro, OptimalSort, HTML & CSS, Javascript, Google Analytics.
- Technical Skills: User research, user flows, information architecture, style guides, wireframing, prototyping, usability testing, typography, iconography, graphic design, web design, UI design, branding identity, design systems, infographics, market research, digital marketing, photography, videography, video editing, digital asset management.
- Looking for a UX/UI Designer role to is to apply my creative and analytical skills to design innovative, user-friendly digital experiences that offer value to users and businesses.

EDUCATION

- **User Experience Design Program | CareerFoundry, Exp Oct 2023**
- **Bachelor of Technology in Graphic Communications Management, Minor in Marketing**
    - Toronto Metropolitan University | School of Graphic Communications Management Recipient of Dean´s List Academic Achievement Award x2

ACADEMIC PROJECTS - UX Design

CareerFoundry

Pet Vet | UX Immersion Project

A veternarian telemedicine mobile application for pet owners. Connecting pet owners with licensed veternarians and providing convenient access to virtual on demand veterinary care and information.

- Conducted in-depth user research, including competitive analysis, surveys, interviews, and usability testing, to gain a deep understanding of user needs, pain points, and preferences.
- Developed clear and intuitive information architecture and sitemaps to organize content and optimize user navigation.
- Designed low-fidelity wireframes and interactive prototypes using Figma to visualize and iterate on user interfaces.

- Crafted visually appealing and user-friendly UI designs, adhering to best practices in color theory, typography, visual heirarchy.
- Employed heuristics, usability guidelines, and design principles to critically evaluate and improve the project's user experience.

Toronto Metropolitan University
Campus | Business Plan Capstone Project
A vertical social network mobile application for college students. Enhancing the social and academic experience of college students to connect, network, and engage with like-minded peers within their institution.
- Conducted in-depth user research, including competitive analysis, surveys, interviews, and usability testing, to gain a deep understanding of user needs, pain points, and preferences.
- Utilized prototyping tool Figma to create interactive prototypes for user testing and stakeholder presentations.
- Conducted usability tests to evaluate the effectiveness of design solutions, collected feedback, and iterated on the design based on user insights.

Ryerson Technical Association of the Graphic Arts   *Sep 2020 - Apr 2021*
Marketing and Events Associate
- Developed engaging marketing content, including social media posts, blog articles, and promotional materials.
- Implemented digital marketing strategies, including email campaigns, social media advertising, and SEO optimization, to drive brand awareness and lead generation.
- Conducted data analysis to track event and marketing campaign performance, using Google Analytics.

GCM 375: Project Management Studies   *Sep 2020 - Dec 2020*
Project Manager
- Led a team of 9 students on a research based project on the ux principle of responsive design.
- Created and maintained project timelines, milestones, task assignments, project documentation, ensuring efficient project management.
- Acted as a liaison between project stakeholders, including sponsors, and team members, to facilitate effective communication and alignment.
- Identified potential project risks and developed strategies to mitigate them, ensuring projects proceeded smoothly and on schedule.

PROFFESIONAL WORK EXPERIENCE

Royal Bank of Canada   *Mar 2023 - May 2023*
Digital Innovation Specialist Consultant (Part Time)
- Brought onboard to consult and design for the update of Financial Crimes department internal website and creation of onboarding materials for new employees.

Royal Bank of Canada   *Jan 2022 - Aug 2022*
Digital Innovation Specialist Intern
- Delivered a range of creative digital and print projects for department use.
- Collaborated with project stakeholders, including managers, directors, and VPs, to clarify project expectations and ensure that designs align with business objectives and feasibility.
- Conducted evaluative testing, including surveys, questionnaires, focus groups, user interviews, and usability studies. Iterated designs based on valuable feedback.
- Designed visual mockups and interactive prototypes using Adobe XD and Photoshop for both print and digital materials, providing stakeholders with a tangible representation of the end product during the design process.
- Increased website traffic and enhanced usability through the redesign of the department's internal website.

Fanique Group   *May 2021 - Aug 2021*
Graphic and Web Designer Intern
- Conducted in-depth research on product, market, and design trends, and effectively synthesized findings into client-ready business presentations.
- Participated in design reviews and provided constructive feedback to peers.
- Designed websites using Adobe XD, ensuring they are visually engaging, user-friendly, and responsive for various devices and screen sizes.
- Incorporated UI/UX principles into web design to enhance usability and functionality.
- Determined visual design elements, encompassing layout, font choices, color schemes, logos, graphics, and written content, to guarantee a unified and captivating online image using Adobe Illustrator and Photoshop.

Shoppers Drug Mart   *May 2019 - Aug 2020*
Senior Beauty Consultant
- Employed a customer centric approach by understanding and empathizing with customer pain points, customizing their experience to deliver product solutions that align with their specific needs.

Aldo   *Oct 2018 - Jan 2019*
Sales Associate
- Exceeded daily sales targets by 25% through actively engaging with customers, upselling, and cross-selling products to increase revenue.
- Provided exceptional customer service by greeting and assisting customers, addressing their inquiries, and ensuring a positive shopping experience.