RAZA HASSAN

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EDUCATION

Simon Fraser University — Burnaby, BC
Bachelor of Arts - Interactive Arts and Technology, Concentration Media Arts and Design — *2023*

CERTIFICATES

University of Michigan
User Experience and Interaction Design for AR/VR/MR/XR — *2024*

Google Career Certificates
Google UX Design Professional — *2023*

EXPERIENCE

Visual Designer and Web Developer — Internship — Jan 2024 – Present
Ridge Meadows Chamber of Commerce — *Ridge Meadows, BC*
- Transformed chamber website to enhance user experience resulting in dramatic bounce rate reduction
- Collaborated with the director to establish key redesign parameters to reinforce brand identity
- Crafted digital collateral for company events, garnering increased engagement and participation through compelling visual content and effective communication strategies

UX Designer and Graphic Designer — Freelance — Feb 2024 – Present
Cyberssnake X — *Remote*
- Crafted UI elements (Health, Armor, Energy, etc) for a virtual reality dungeon shooter game that impressed game developers
- Created graphics for various weapons and power-ups eradicating gameplay ambiguity for players
- Iterated User Experience based on developer feedback ensuring accessibility was at design forefront

UX Designer and UX Researcher — Freelance — Aug 2023 - Oct 2023
Pacific Dream — *Antioch, California*
- With a team of 2, lead the development of company website that won stakeholder approval
- Oversaw user research and conducted competitive audits, surveys, and interviews to help the clients find their niche in a saturated market
- Designed the visual identity and user interface by collaborating with stakeholders leading to a strong brand identity

UX Designer and UX Researcher — Internship — April 2022 - Dec 2022
Vancouver Tool Library — *Antioch, California*
- With a team of 5, redesigned website to meet current web standards ensuring user centric guidelines were followed
- Managed user research via multiple methods (journey maps, personas, interviews, and storyboards) to yield insights on client's products
- Designed and prototyped kiosk app for easy self-service that improved checkout circulation

HACKATHONS

Futureproof | *Solo Participant* — 2024
- Coordinated project parameters for event-recognition product development
- Designed new graphics format with artist accreditation, fostering AI art conversation
- Evangelized product in online events to discuss AI's impact on artistic landscape, garnering positive feedback

Eunoia UX Hackathon | *Award Winner* — 2023
- Collaborated in a with 4 to prototype award-winning website and mobile interface for stakeholders
- Communicated actionable strategy and insights from the UXR to stakeholders ensuring the vision wasn't blocked
- Created complex components for high fidelity prototype that won the approval of event judges

SKILLS

Software: Figma • ProtoPie • Axure • Canva • Adobe Creative Suite
UX: Wireframing • Journey Mapping • User Research • Personas • Prototyping
Programming Languages: HTML/CSS • Javascript • Markup