



RAZA HASSAN
UX & VISUAL DESIGNER

PROFILE

I am a UX Designer who strives to create elegant and inclusive design solutions that encourage frictionless user interaction. My passion lies in understanding and empathizing with people in each step of the design process to craft true user-centered products that are engaging at every touchpoint.

DESIGN EXPERIENCE

Tri-Continental Global Services

- UX Designer & Web DeveloperNovember 2023 - Present
- Conducted primary research i.e. competitive audits, user testing, and user participatory workshops to surface insights for the client.
 - Used industry standard tools (Figma & Indesign) to create wireframes and prototypes to present design solutions to the client.
 - Developed client website meeting SEO standard to boost web traffic.

Pacific Dream

- UX Designer & UX ResearcherAugust 2023 - October 2023
- Designed the visual identity and user interface for stakeholder website.
 - Conducted primary research competitive audits, surveys, and interviews help the clients find their niche in a saturated market.
 - Communicated affective solutions to the stakeholders based on their specific business needs.

Maple Ridge Boxing Club

- UX Designer & Visual DesignerApril 2023 - June 2023
- Redesigned Squarespace website to meet current web standards.
 - Communicated and documented design concepts as well as design specifications to the development team.
 - Proposed solutions to various UX problems in the stakeholder website.

Tough Titties (Award Winner of 2023 Eunoia UX Hackathon)

- UX Designer & UX ResearcherApril 2023
- Collaborated with a team of four to deliver a fully prototyped desktop and mobile interface for stakeholder website.
 - Communicated actionable strategy and insights from the user experience research to stakeholder.
 - Created complex components for website.

Vancouver Tool Library

- UX Designer & UX ResearcherApril 2022 - December 2022
- With a team of five, redesigned website to meet current web standards.
 - Conducted multiple user research via multiple methods (journey maps, personas, interviews, and storyboards)
 - Designed and prototyped kiosk app for easy self-service.

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EDUCATION

Simon Fraser Univerity

BA - Interactive Arts and Technology
Google UX Design Certificate

TOOLS

Software

Figma	Adobe After Effects
ProtoPie	Adobe Premiere Pro
Adobe XD	Adobe Photoshop
Canva	Adobe Illustrator
Maya	Adobe Indesign

UX

Wireframing	Usability Testing
Journey Mapping	Prototyping
User Research	Personas

Coding

HTML	CSS
Javascript	Markup

INTERESTS

Sketching	Violin
Kickboxing	Reading