



**RAZA, SHABIH-UL-HASSAN**

**UX DESIGNER & MEDIA ARTIST**

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## EDUCATION

**Institution:**

Simon Fraser University

**Graduating:**

Summer 2023

**Major:**

Interactive Arts & Technology

**Certificate:**

Google UX Design Certificate

## SKILLS

**Programs**

Figma After Effects

Axure Illustrator

Adobe XD Photoshop

**UX**

Wireframing Usability Testing

Journey Maps Prototyping

User Research Personas

**Coding**

HTML/CSS Processing

Javascript

## LANGUAGES

English Urdu

Hindi Punjabi

## Hobbies

Violin Reading

Drawing Martial Arts

## 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 a true user-centered product.

## DESIGN EXPERIENCE

### User Experience Designer

Vancouver Tool Library (6 month contract)

- Redesigned company website.
- Conducted multiple user research studies.
- Designed and prototyped kiosk app for easy self-service.
- Reimagined check-out structure to prevent long wait times.

### Visual Designer

ReadingGate Burnaby (12 month contract)

- Designed web assets.
- Redesigned company website.
- Designed marketing collateral.

### Graphic & Motion Designer

Alhambra US Chambers (4 month contract)

- Directed and produced animation for company events.
- Designed and Illustrated marketing collateral.
- Conducted research for visual development.

## ACADEMIC EXPERIENCE

Other relevant courses available on LinkedIn, Coursera & Domestika

### 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 Figma.

### 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.