



RAZA, SHABIH-UL-HASSAN
UX & VISUAL DESIGNER

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PROFILE

I'm a UX Designer with 3+ years of experience making user interactions seamless and intuitive. I transform empathy into elegant designs and user needs into engaging experiences. Designs should delight in interaction and provoke thought in reflection.

PROFESSIONAL EXPERIENCE

Backstag3 – Contract

Lead UX Designer Jan 2024 - Present

- Developed and communicated core UX principles, earning positive feedback from stakeholders, staff, and investors.
- Oversaw user research and conducted competitive audits, surveys, and interviews to help the clients find their niche in the virtual reality music space.
- Designed and developed the product’s website using Framer, resulting in a significant increase in web traffic.

Ridge Meadows Chamber of Commerce – Internship

UX Designer Jan 2024 – Sep 2024

- Transformed chamber website to enhance user experience resulting in dramatic bounce rate reduction.
- Designed and prototyped map app that displays business under chamber umbrella, improving organization synergy.
- Crafted digital collateral for company events, garnering increased engagement and participation through compelling visual content and effective communication strategies.

Cybersnake X – Freelance

UX Designer and Graphic Designer Feb 2024 – On Call

- 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

EDUCATION

Simon Fraser University 2023

Interactive Arts and Technology - BA

University of Michigan 2024

User Experience & Interaction Design for AR/VR/MR/XR - Certificate

Google Career Certificates 2022

Google UX Design Professional - Certificate

TOOLS

Software

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

UX

Wireframing	Usability Testing
Journey Mapping	Prototyping
User Research	Personas

Coding

HTML	CSS
Javascript	Markup

INTERESTS

Illustration	Violin
Designing	Volunteering



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AMVETS — Freelance

- UX Designer and Illustration Designer Feb 2024
- Designed check out process for a veterans support non-profit that garnered positive feedback from clients.
 - Designed a subtle yet distinctive illustration watermark for official documents, enhancing brand identity and document security while ensuring text readability.
 - Communicated key design parameters to clients, ensuring projects hit significant milestones in a timely Manner.

HACKATHONS

- Futureproof | Solo Participant 2024
- Coordinated project parameters for product
 - 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 with a team of 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.

VOLUNTEER EXPERIENCE

- Government of Maple Ridge 2023
- Pitched tents for holiday events like Canada Day and Christmas parades.
 - On-call community member ready to help on short notice.
 - Organized stalls for various vendors and collaborated on establishing security blockades

- Ridge Church Foodbank 2024
- Distributed food and relief supplies to homeless people.
 - Discussed website development with non-profit staff.

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TOOLS

- Software
- | | |
|----------|---------------------|
| Figma | Adobe After Effects |
| ProtoPie | Adobe Premiere Pro |
| Adobe XD | Adobe Photoshop |
| Canva | Adobe Illustrator |
| Framer | Adobe Indesign |

UX

- | | |
|-----------------|-------------------|
| Wireframing | Usability Testing |
| Journey Mapping | Prototyping |
| User Research | Personas |

Coding

- | | |
|------------|--------|
| HTML | CSS |
| Javascript | Markup |

INTERESTS

- | | |
|--------------|--------------|
| Illustration | Violin |
| Designing | Volunteering |