



DAWOOD SHAFQAT

DIGITAL DESIGNER

INFO

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STRENGTHS

GRAPHIC DESIGN

ADOBE SUITE

UX/UI

PYTHON/C++

HTML/CSS

WORDPRESS/SHOPIFY

JAVASCRIPT

MICROSOFT OFFICE SUITE

SOCIAL MEDIA MANAGEMENT

PROFILE

A creative digital designer passionate about combining technology and design to craft seamless user experiences. A lifelong learner dedicated to staying ahead in the ever-evolving tech landscape. With a mix of technical expertise and creative flair, I thrive on transforming ideas into impactful solutions.

EDUCATION

- Simon Fraser University (Canada)** (2016 - 2020) - Bachelors of Science: Major in Interactive Arts & Technology
- Fraser International College (Canada)** (2014 - 2016) - Engineering Science Transfer Program
- The Winchester School (Dubai)** (2009 - 2014) - IGCSE and A-level

EXPERIENCE AND PROJECTS

- SoftHouse Solutions** - Graphic Designer/(UX/UI) (Jan 2024 - May 2025)
 - Developed visually engaging designs for digital and print media, including advertisements, brochures and social media graphics.
 - Created wire-frames, interactive prototypes, and mock-ups to communicate design ideas and user flows to stakeholders.
 - Designed clean user interfaces, ensuring consistent use of colors, typography, and layout patterns that align with brand guidelines.
- Inter Equipment** - Sales/Marketing Intern (Jun 2022 - Dec 2022)
 - Assisted with market research by collecting qualitative and quantitative data to improve the existing marketing campaigns.
 - Created excel spreadsheets and graphics for the arrangement of data required for future analysis and presentations.
 - Helped design advertisements including posters, flyers, emails and social media posts.
- AJ Studios** - Associate Photographer/Videographer (Sep 2019 - Jun 2025)
 - Captured key moments during events.
 - Managed equipment and ensured backup plans for unexpected issues.
 - Interacted with clients to understand expectations.
- University Projects (UX/UI, Graphic/Web/App Design)** - (SFU)
 - Designed brand identity including logos, business cards, letterheads and social media posts for multiple projects.
 - Created wire-frames and mock-ups for apps and websites.
 - Programmed websites using HTML/CSS/JavaScript
 - Designed user journey diagrams, personas and posters.
 - Guided client to improve their current operating structure by providing effective design solutions.

HOBBIES & INTERESTS

- Trading
- Travel
- Photography
- Team Sports