

# PROFILE

# 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

PROBLEM-SOLVING

ADAPTABILITY

LEADERSHIP

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

- Crypto
- Travel
- Photography
- Team Sports