



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) (May 2024 - Dec 2024)
 - 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 (Jan 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 - Present)
 - 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 and 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