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## EDUCATION

### SIMON FRASER UNIVERSITY

**Bachelor of Science**  
2010 - present

Major in Interactive Arts &  
Technology  
Minor in Computing Science

## TOOLS

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Unity Game Engine (& NGUI)

OmniGraffle

InVision

## LANGUAGES

JavaScript/jQuery

HTML5/CSS3

MYSQL

Java

C#

PHP

## INTERESTS

Board gaming

Crocheting & knitting

RPGs & MOBAs

Pasta

# HASIBA ARSHAD

USER EXPERIENCE DESIGNER

## INDUSTRY EXPERIENCE

### MOBILE GAME UX/UI DESIGNER

**Roadhouse Interactive** (2014 - 2015)  
*An independent mobile game development studio*

Responsible for the end to end UI design of the game, Bike Unchained

Wireframed, documented, mocked up, implemented, and managed  
bugfixes for the UI for the game

### MOBILE APP DEVELOPER

**Loud Crow Interactive** (2013)  
*A studio that builds interactive storybooks for kids*

Implemented interactions on the pages of stories as specified by the  
designers and conceived new tools to augment existing technology

Implemented the navigation system for stories in the Toontales app

## PROJECT EXPERIENCE

### MOBILE APP UX/UI DESIGNER

**Louvre Odeum** (2015); *team of 2*  
*An in-museum app proposal that surfaces the untold stories of the Louvre*

Conducted research to understand the Louvre Museum's shortcomings to  
find an opportunity for an experience design intervention

Created wireframes, mockups, interactive prototypes, and then animated  
the interactions in the video pitch

### WEBSITE UX/UI DESIGNER

**National Geographic Take Action** (2015); *team of 2*  
*A crowdfunding platform for National Geographic researchers & projects*

Took on the role of being an outside designer by introducing  
crowdfunding to the non-profit National Geographic Society

Created wireframes, mockups, interactive prototypes, and then animated  
the interactions in the video pitch