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Irvine, CA

## EDUCATION

### SIMON FRASER UNIVERSITY

**Bachelor of Science**  
**2010 - 2016**

Major in Interactive Arts &  
Technology (Design)  
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

Bouldering

RPGs & Story-driven games

Pasta

# HASIBA ARSHAD

USER EXPERIENCE DESIGNER

## INDUSTRY EXPERIENCE

### BLIZZARD ENTERTAINMENT

**Associate UX Designer** (2017 - present)

**UX/Visual Design Intern** (2016)

*Designed Heroes of the Storm esports & game website features*

Led research efforts to understand player needs & design opportunities

Created wireframes, mockups, and supported engineers on developing new features and maintaining existing ones

### ROADHOUSE INTERACTIVE

**UX/UI Design Intern** (2014 - 2015)

*Designed the action sports mobile game, Bike Unchained*

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

Wireframed, documented, mocked up, & implemented the game's UI

### LOUD CROW INTERACTIVE

**Mobile App Developer Intern** (2013)

*Developed interactive storybooks for kids*

Implemented story-centric interactions 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

### PIXI

**Game Designer & Developer** (2016); *team of 2*

*A proof of concept minimalistic mobile platforming game*

Designed all game levels, created animations, and created screen transitions

Used Unity Game Engine to develop the entire game, making use of built-in physics and UI tools