



604 366 2322

hasiba.arshad@gmail.com

hasibaarshad.com

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