HASIBA ARSHAD

USER EXPERIENCE DESIGNER

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hasibaarshad.com

Mission Viejo, CA

EDUCATION

Simon Fraser University

Bachelor of Science
2010 - 2016

Major in Interactive Arts &
Technology (Design)

Minor in Computing Science

TOOLS

Figma

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Unity Game Engine

InVision

LANGUAGES

HTML5/CSS3

JavaScript

C#

Java

MYSQL

INTERESTS

Board gaming

RPGs & story-driven games

K-pop

Pasta

INDUSTRY EXPERIENCE

BLIZZARD ENTERTAINMENT

UI Designer - Hearthstone (2020-Present)

Responsible for end to end UI design of Hearthstone's battle pass, profile, and core progression system in upcoming mode, Mercenaries.

Created wireframes, mockups, prototypes, animations, & implemented UI in Unity. Collaborated closely with game designers and engineers.

UX Designer - World of Warcraft Web (2019-2020)

Designed announcement site for World of Warcraft: Shadowlands, establishing company-wide visual style guide direction.

Created wireframes, mockups, prototypes, iconography, and worked closely with engineers to develop & maintain features.

Intern & Associate UX Designer - Heroes Web (2016-2019)

Designed player profiles, team profiles, restructured information architecture, and used data to make informed, iterative improvements.

Created wireframes, mockups, prototypes, animations, and drove user research studies, working closely with engineers and user research.

ROADHOUSE INTERACTIVE

UX/UI Design Designer Intern - Bike Unchained (2014 - 2015)

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

Created wireframes, mockups, iconography, animations & implemented the game's entire UI in Unity.

LOUD CROW INTERACTIVE

Mobile App Developer Intern - Toontales (2013)

Implemented story-centric interactions as specified by the designers and developed new tools augmenting existing platform.

Implemented the navigation system for stories in the Toontales app.