



604 366 2322

hasiba.arshad@gmail.com

hasibaarshad.com

## EDUCATION

### SIMON FRASER UNIVERSITY

**Bachelor of Science**  
2010 - present

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

Crocheting & knitting

RPGs & MOBAs

Pasta

# HASIBA ARSHAD

USER EXPERIENCE DESIGNER

## INDUSTRY EXPERIENCE

### BLIZZARD ENTERTAINMENT

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

*Designed a feature on the Heroes of the Storm esports website*

Collaborated with a large team of designers & stakeholders

Wireframed, documented, and mocked up a mobile-first feature which prioritized scalability and responsiveness

### 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

### LOUVRE ODEUM

**Mobile App Designer (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