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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 features for Heroes of the Storm websites

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