

Hammad Jawaid

Product Designer + Musician

Connect

hammadjawaid.com

(778) 929 1397

97hammad.jawaid@gmail.com

@derridastheory (Instagram)

Skills

UX / UI Design

Product Strategy

Growth Strategy

User Research

A/B Testing

Rapid Iteration

Mapping Out User Flows

Interaction Design

Rapid Prototyping

Wireframing

HTML / CSS / Javascript

Tools

Sketch / Figma

Framer / InVision

Origami

Whimsical

Sublime Text

Mural / Figjam

After Effects

Photoshop

Illustrator

Google Analytics

Pencil + Paper

For Fun

Making Beats

Music Debates

Playing Basketball

Watching Reaction Videos

Design

Reddit Ads Product (Internship) | Product Designer

Jun 2021

- Aug 2021

Pushed 3 new ad product concepts in to the product roadmap as part of a cross functional initiative that included user research, rapid concept testing, and internal reviews with people from sales, product, directors and executive leaders. Additionally, worked with PM's to ship features and design enhancements to our ads manger tool.

Facebook Portal (Internship) | Product Designer

Jun 2020

- Aug 2020

Was the lead designer on a 0 - 1 feature on Facebook Portal, collaborating with PM's, engineers, designers and content strategists. Took user stories to high fidelity mocks, designing across multiple surfaces such as TV, mobile and other Portal devices.

Splice (Internship) | Product Designer

Jan 2020

- Mar 2020

Collaborated with designers and engineers to build an internal web tool. Iterated on wireframes and user flows. Created and user tested mid fidelity interactive prototypes. Also helped conduct user research sessions on developing product ideas.

Treble (Internship) | Product Designer, Growth

Sept 2019

- Present

Used research, data, and design methods to create strategies aimed at tackling business goals. Looked at ways to iterate on the user experience to maintain retention, executed those ideas to high fidelity prototypes. Also designed a pitch deck, used to present to investors.

Education

Simon Fraser University | School of Interactive Arts & Technology |

Jan 2017 -

Beedie School of Business (Joint Major)

Present

Senior design + business student expected to graduate in Spring 2022.

Values

Simplifying Complex Problems

I believe the best designs are those that take complex problems and tackle them with simple solutions.

Business Orientated Design

I see user centric design and business strategy working hand in hand and aim to find solutions that are mutually beneficial.

Collaboration

Communicating and working with a multidisciplinary team guides my design process, and is essential for me when thinking holistically about a product.