

# kouthar waled.

designing for people.

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github.com/kouthar

## work.

**Future Product Design Intern** | WSIB Innovation Lab

september 2020 - december 2020

**Founding Product Designer** | BeBlended Inc., NEXT 36 '20

may 2020 - present

- Transforming the hairstylist booking experience, leading design strategy, designing human-centric solutions for 900+ users
- Designing wire-frames, and interactive high-fidelity prototypes for a delightful visual and hairstylist booking experience in Figma
- Leading user research and curating transformative insights from 11+ user interviews, surveys, and problem validation

**Graphic Designer & Product Manager** | Scotiabank

may 2020 - present

- Designed modern visual assets and created unique branding for internal newsletter in accordance to the Scotiabank design system
- Conducted 5 user interviews, identifying trends in user pain-points and goals to identify user needs and define product features

**Product Designer** | StarterHacks

april 2020 - present

- Designing technical education and virtual event experiences for students and companies breaking into technology

## projects.

**Product Designer** | ProseApp

july 2020 - present

- Designing an extension to help second language learners improve reading comprehension with a customizable experience in Figma

## extracurriculars.

**Design Content Creator + Strategist** | Design Buddies

July 2020 - present

- Writing UX Design articles for a community of 4000+ designers

## education.

**University of Waterloo**

september 2018 (2022 grad)

Bachelor of Computer Science

Human-Computer Interaction

Specialization **3.6/4.0 GPA**

## tools.

Figma

CSS

Sketch

HTML

Photoshop

Swift

Illustrator

Javascript

PowerBI

Excel

## skills.

Human-centric Design

Visual Design

User Testing

User Researching

User Interviewing

Information Architecture

Interaction Design

Software Development

## achievements.

**Grace Hopper 2020 Scholar**

**Rewriting the Code Fellow**

**LORAN Semi-Finalist 2017**

## hobbies.

Illustrating

Joke cracking

Swimming

Baking