

KARISHMA ANJALI SEN

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604.644.6158

DESIGN EXPERIENCE

Director of Marketing + Design, SFU AXIS

JULY 2021 - PRESENT

Collaborated with three team members to enhance and increase social media engagement for Axis. Responsibilities included developing and executing marketing campaigns.

Brandstorm SFU Case Competition 2022 - Winner

NOVEMBER 2022

Collaborated with two team members to develop digital marketing and brand awareness strategies to increase engagement and click rate for the case client, over the span of three days.

Creative Brand Consultant, CITIMARK

APR 2021 - MAY 2022

Worked on brand, product, and graphic design for land development projects. With focus on creating and establishing brand identity for digital and print media.

Design Specialist, EMERGE SFU

APR 2020 - NOV 2020

Collaborated with two team members to enhance and increase user engagement through interactive social media posts. Responsibilities included developing and executing marketing campaigns.

FCAT Illustrator Workshop Instructor

APR 2021

Conducted an intro to Illustrator workshop for first years in collaboration with FCAT's design and event assistant.

EDUCATION

BA. Interactive Arts + Technology (Design)

SIMON FRASER UNIVERSITY

JAN 2018 - PRESENT

Project Management, Associates Certificate

BC INSTITUTE OF TECHNOLOGY

SEPT 2018 - DEC 2018

International Baccalaureate Diploma

SEAQUAM SECONDARY SCHOOL

SEPT 2012 - MAY 2017

HARD SKILLS

VISUAL DESIGN

BASIC PROTOTYPING

WIREFRAMING

DESIGN SYSTEMS

USER RESEARCH

USER PERSONA

USER FLOWS

USER INTERVIEWS

COMPETITOR ANALYSIS

USABILITY TESTING

UX WRITING

SOFT SKILLS

PROJECT MANAGEMENT

SELF-ORGANIZATION

COLLABORATION

COMMUNICATION

TOOLS

FIGMA, MIRO, PROTOPI, INDESIGN, ILLUSTRATOR, PHOTOSHOP, AFTER EFFECTS