KARISHMA ANJALI SEN

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RECOGNITIONS

Eunoia UX Design Hackathon 2023 - Winner

APRIL 2023

Placed first out of 48 teams. Our team created a digital storytelling solution for Proud Zebra, a client in the LGTBQ+ community, using a combination of UX research, UI design, and a full rebrand over the span of one week, resulting in positive feedback from the client and the hackathon judges.

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.

DESIGN EXPERIENCE

Director of Marketing + Design, SFU AXIS

JULY 2022 - PRESENT

Developed and implemented successful marketing campaigns aimed at enhancing and increasing social media engagement for Axis. Solely created design and brand systems for the club, designing graphics for both digital and physical assets while maintaining brand consistency across all touchpoints.

Creative Brand Consultant, CITIMARK

APR 2021 - MAY 2022

Worked on brand, product, and graphic design for land development projects. 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.

PROJECTS

League Championship Series, UX Design

6 WEEKS - 2023
Academic - Team of 4

NY Times Playlist, UX Design

5 WEEKS - 2022
Academic - Team of 5

Untangled for WATG, UX Design

5 WEEKS - 2022
Academic - Team of 6

Crofton Branding, Visual Design

5 WEEKS - 2022
Citimark - Individual

EDUCATION

BA. Interactive Arts + Technology [Design]

JAN 2018 - PRESENT
Simon Fraser University

Project Management, Associates Certificate

2018-2019
BC Institute of Technology

International Baccalaureate Diploma

SEPT 2012 - MAY 2017
Seaquam Secondary School

HARD SKILLS

Visual Design	User Interviews
UI Design	Copywriting
Wireframing	User Flows
UX Research	Usability Testing
UX Writing	Competitor Analysis
User Persona	Information Architecture

SOFT SKILLS

Project Management	Collaboration
Self-Organization	Precision
Team Collaboration	Curiosity
Critical Thinking	Adaptability
Problem Solving	Communication