

kouthar waled.

designing for people.

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work.

Product Design Intern | WSIB Innovation Lab

september 2020 - december 2020

- Conducted 5 user interviews and derived insights for workers of all demographics returning to work after COVID-19
- Led design strategy and interaction/accessibility design for a WSIB COVID-19 self-assessment survey and validation application in Figma, yielding a usability score of 92+
- Designing a scalable design system for content heavy products

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

may 2020 - september 2020

- Transformed the hairstylist booking experience, led design strategy, designed human-centric solutions for 900+ users
- Designed wire-frames, and user flows for a delightful hairstylist booking experience in Figma
- Led user research and curated transformative insights from 11+ user interviews, surveys, and problem validation

Graphic Designer & Product Manager | Scotiabank

january 2020 - april 2020

- 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

projects.

Product Designer | ProseApp

august 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 8000+ 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
Useberry	Maze

skills.

Human-centric Design
Visual Design
User Testing
User Researching
User Interviewing
Information Architecture
Interaction Design
Software Development

achievements.

Grace Hopper 2020 Scholar
Adobe Designathon Top 2.5%
LORAN Semi-Finalist 2017

fun.

Illustrating	Joke cracking
Swimming	Baking