

# kouthar waled.

designing for people.

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## work.

### Product Designer | BeBlended

May 2020 - Present

Leading user interviews to identify and validate hairstylist and client needs for a digital hairstylist booking platform

Defining information architecture and wireframing screens for an intuitive and pleasant user experience in **Figma**

### Product Designer & DesignOps Manager | StarterHacks

April 2020 - Present

Designing product features and determining user stories for an app aiming to assist relationship building at events

### Product Manager + Graphic Designer | Scotiabank

Jan 2020 - April 2020

Designed modern visual assets and created **unique branding** for the internal intern newsletter with accordance to the Scotiabank design system

Conducted user interviews to identify trends in user pain-points and goals to **identify user-needs and define product features**

## projects.

### Product Designer | YourWaterloo, a design project

Feb 2020 - April 2020

Led user research, surveys, and interviews to gather qualitative and quantitative data, effectively identifying user needs and goals and **validating the problem** to create a human-centric resource page

Created empathy maps, user flows, and user journeys for first year engineering students effectively **translating user needs to user-centric product features**

Wireframed and prototyped **several iterations** of the website shaped by research and input from **usability tests and user interviews** in **Sketch** and **Adobe XD**

Designed modern and effective branding ensuring **successful visual communication** and information architecture inspired by colours, visuals and vocabulary familiar to users in **Sketch** and **Illustrator**

## tools.

Figma

Sketch

Photoshop

Illustrator

CSS

HTML

Swift

Java

## skills.

UI/UX Design

Human-centric Design

Visual Design

Problem Validating

User Research

User Interviews

Information Architecture

Interaction Design

## education.

### University of Waterloo

Sept 2018 - December 2022

Bachelor of Computer Science

Human-Computer Interaction

Specialisation

## awards.

### GHC 2020 Scholar

2020

### LORAN Semi-Finalist

2017

Top 7% of 5000 applicants

## hobbies.

Illustrating

Swimming

Joke cracking

Baking