

# 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 - 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

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 7000+ 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  
Rewriting the Code Fellow  
LORAN Semi-Finalist 2017

## hobbies.

Illustrating      Joke cracking  
Swimming      Baking