

# kouthar waled.

designing for people.

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## work.

**Future Product Design Intern** | WSIB Innovation Lab

september 2020 - december 2020

**Founding Product Designer** | BeBlended Inc.

may 2020 - present

Transformed the hairstylist booking experience by eliminating pain points and designing effective solutions for user problems

Leading user interviews with **11+ users** to identify and validate hairstylist and client needs for a digital hairstylist booking platform

Designing information architecture and wireframing interactive screens for a delightful hairstyle appointment booking experience in **Figma**

**Product Designer & DesignOps Manager** | StarterHacks

april 2020 - present

Defining product features and user stories for an app assisting relationship building at events

**Product Manager & Graphic Designer** | Scotiabank

january 2020 - april 2020

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

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

## projects.

**Product Designer** | YourWaterloo, for UW Residences

february 2020 - april 2020

Led user research and effectively identified user needs and goals, validating the problem to create interactive mock-ups of a human-centric resource page

**Product Designer** | GraphicsIDE

july 2020 - present

Designing an integrated development environment for computer graphics developers to enhance and improve the graphics development experience

## education.

**University of Waterloo**

september 2018 - december 2022

Bachelor of Computer Science

Human-Computer Interaction

Specialisation **3.6/4.0 GPA**

## 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

## achievements.

**Grace Hopper 2020 Scholar**

**Girls in FIRST Council Chair**

**BlacksWhoTech Slack Founder**

## hobbies.

Illustrating

Swimming

Joke cracking

Baking