

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., NEXT 36 '20

may 2020 - present

Transformed the hairstylist booking experience by eliminating pain points and designing human-centric solutions for user problems

Leading design strategy and vision, translating the BeBlended mission into a product

Designing information architecture, wire-frames, and high fidelity interactive screens for a delightful hairstylist booking experience in Figma

Led user interviews with 11+ users and curated transformative insights from qualitative/quantitative data, validating user problems

Product Designer & DesignOps Manager | StarterHacks

april 2020 - present

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

Graphic Designer & Product Manager | Scotiabank

may 2020 - present

Designed modern visual assets and created unique branding for internal newsletter in 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 | ProseApp

july 2020 - present

Designing a plugin to help second language learners improve vocabulary, grammar, and reading comprehension with a customizable e-reading experience for all types of learners

education.

University of Waterloo

september 2018 - december 2022

Bachelor of Computer Science
Human-Computer Interaction
Specialization **3.6/4.0 GPA**

tools.

Figma	CSS
Sketch	HTML
Photoshop	Swift
Illustrator	Java

skills.

UI/UX Design
Human-centric Design
Visual Design
Problem Validating
User Researching
User Interviewing
Information Architecture
Interaction Design

achievements.

Grace Hopper 2020 Scholar

Rewriting the Code Fellow

DesignBuddies Content Creator

hobbies.

Illustrating	Joke cracking
Swimming	Baking