kouthar waled
designing for people.

hello@kouthar.com   design.kouthar.com   linkedin.com/in/kouthar   github.com/kouthar

experience

Product Designer | YourWaterloo, a design project
Feb 2020 - Present

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**

Product Manager | Scotiabank
Jan 2020 - Present

Defined product requirements for a Service Level Agreement monitoring platform, designing for a **user friendly** feature set

Communicated product progression updates with internal stakeholders

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

Designed modern visual assets for the internal intern newsletter with accordance to Scotiabank branding in **Procreate**

community

Residence Assistant (Don) | University of Waterloo
Aug 2019 - Present

Mentored **60+** first year students, leading destress events, resume critique sessions, and providing support and resources

Led **120+ one on ones to understand residents' needs and goals** to help provide resources as well as emotional and logistical support

Received an **outstanding** evaluation from residents and Residence Life Management leading to further employment in the Spring term

tools

Sketch   CSS
Illustrator   HTML
Adobe XD
Procreate

skills

UI/UX Design
Human-centric Design
Visual Design
Problem Validating
User Research
User Interviews
Information Architecture
Illustration

education

University of Waterloo
Sept 2018 - Apr 2023 (Expected)

Candidate for Bachelor of Computer Science

awards

LORAN Semi-Finalist
2017

Top 7% of 5000 applicants

Breakthrough Junior Challenge
2017

Top 5% of 3000 applicants

hobbies

Drawing   Volunteering
Swimming   Writing