



MIDHAT KAZMI

VISUAL DESIGNER

www.midhatkazmi.me | midhatk@sfu.ca

PASSION

Originally a traditional artist, I discovered design when I was asked to create a jersey for my high school sports team, leading to my interest in logo design and branding and identity, and discovering UX/UI and web design, a pursuit I am interested in. Practicing it academically and freelance, my experience with clients will contribute not only in design but communication as well.

DESIGN EXPERIENCE

BRANDING + IDENTITY | June – September 2018

BAABUL ILM EDUCATION SOCIETY

- › Creating a logo for a charity scholarship organization by using Arabic text and studying the lettering and researching calligraphic and modern styles, producing a readable and contextual logo for what the organization's name represents
- › Redesigning and improving previous information booklet by consolidating content and highlighting call-to-actions for donations through information hierarchy

GRAPHIC DESIGN INTERN | June – August 2018

ACCENTEDGE

- › Created branding guidelines based on already existing logo, allowing future design interns and others to create consistent branding material
- › Working remotely, sent daily status reports and had daily conference calls for updates and feedback on multiple projects, resulting in quick turnaround of graphics for daily social media posts

MARKETING + COMMUNICATIONS ASSISTANT CO-OP | April – Aug. 2018

SIMON FRASER UNIVERSITY GRADUATE + POSTDOCTORAL STUDIES

- › Implemented SFU branding in graphics while distinguishing office from others resulting in unique identity read as part of the university and its own office
- › Fast turnaround of design materials under set deadlines allowing more time for feedback and adjustments resulting in meeting estimated publishing deadlines
- › Quickly learned monthly newsletter format and created an efficient system to catalogue resources and articles (and where to find them) relevant to graduate audience, allowing more time for review and corrections by individual colleagues and publishing the newsletter within the first few days of the month

SKILLS

Photoshop	Dreamweaver
Illustrator	HTML + CSS
InDesign	Hootsuite
Adobe XD	Copywriting
Axure	Illustration

EDUCATION

B.A. | 2016 – 2020 (est.)

INTERACTIVE ARTS + TECHNOLOGY DESIGN CONCENTRATION

Simon Fraser University 3.45 CGPA

WORK EXPERIENCE

BARISTA | April 2017 – Feb. 2018

BLENZ COFFEE

- › Neatly stocked shelves and thoroughly cleaned store leading to organization and cleanliness of store producing sanitary environment
- › Memorized recipes to make multiple drinks simultaneously reducing customer wait time
- › Effectively communicated with coworkers to switch between register and drinks allowing efficient clearing of a rush in an appropriate amount of time
- › Created conversation with and remembered drink personalizations of customers creating hospitable environment producing returning customers