

Midhat Kazmi

UX/UI Designer based in Vancouver, BC. 🇨🇦

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I am a designer with a background in branding and identity who values **research-driven solutions** and creating **consistent user experiences** across different platforms using graphic, UX/UI, and web design.

EXPERIENCE

Interactive Training Developer Co-op

SFU Institutional Strategic Awards • September 2020–October 2021

- Converted given course content into manageable quantities of information audience can choose to read and/or interact with, making the course more engaging
- Learned new software required for creation of course while reading through course content and wireframing how it will look, demonstrating effective use of time
- Streamlined and documented instructions for workflow of adding and editing content in software, allowing for future revisions

Graphic Design Intern

Accentedge • June–August 2018

- 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

SFU Graduate & Postdoctoral Studies • April–August 2018

- Implemented SFU branding in graphics while distinguishing office from others resulting in a unique but familiar identity
- Fast turnaround of design materials under set deadlines allowing more time for feedback and adjustments resulting in meeting deadlines
- Created a more efficient process for cataloging resources and articles relevant to graduate audience in monthly newsletters, allowing more time for feedback and publishing within the first few days of the month

EDUCATION

Simon Fraser University • 2016–2021

B.A. Interactive Arts & Technology,
Design Concentration

SKILLS

UX/UI • Wireframing • Prototyping • Userflows • Usability Testing

Research & Testing • Personas • Journey Maps • Affinity Diagrams • Primary/Secondary

Creative • Copywriting • Illustration • Storyboarding • Photography • Videography • Editing

Languages • English • Urdu

TOOLS

Design • Adobe Creative Suite • Figma • Axure • Articulate

Web Development • HTML/CSS • Dreamweaver • AEM

Marketing & Collaboration • Hootsuite • Slack • Asana • Trello • G-Suite • Microsoft Office

OS • Windows • macOS