

Midhat Kazmi, Graphic Designer & Web Developer

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I am an initiative-taking and purposeful designer and developer with over 2.5 years of professional experience. My work includes design, web development, communications, marketing, and eLearning.

EDUCATION

Bachelor of Arts, Interactive Arts & Technology (Design Specialization) – Simon Fraser University

Graduated 2021

CS106A: Intro to Python (Code in Place) – Stanford University

Completed June 2023

Advanced Digital & Professional Training (ADaPT) – Toronto Metropolitan University

Completed May 2023

SKILLS

Graphic Design • Branding • Identity • Layout • Composition • Typography • Font Design • Logo Design • Illustration

Interface Design • Wireframing • Prototyping • Mock-ups • User flows • Storyboarding

Languages • HTML5 • CSS3 • JavaScript • Python • Urdu

Research • Surveys • Interviews • Personas • Journey maps • Affinity diagrams • Usability testing

Tools • Adobe Suite (Photoshop, Illustrator, InDesign, XD) • Figma • Axure • Articulate 360 • Hootsuite • SketchUp • Jira • Agile method

WORK EXPERIENCE

Graphic Designer | Canadian Institutional Research & Planning Association

Apr–Nov 2022 (Contract) • Ottawa, ON (Remote)

- Designed the brand of the 2022 conference by providing mood boards and design samples for event runners to choose from due to busy schedules, and worked independently on future materials, resulting in stakeholder satisfaction with resulting collateral
- Designed logo and brand elements on Illustrator, and retouched photo assets on Photoshop, which were laid out in the conference booklet on InDesign using graphic design principles, resulting in a brand reflective of the conference theme
- Developed French version of brand materials, and templates of certificates, slides, and signage in Microsoft format, resulting in effective translation of brand into French, and easily accessible print-ready files in anticipation of event-day changes

User Experience Analyst | Simon Fraser University, IT Services

Mar–Nov 2022 (Contract) • Burnaby, BC

- Following the web development process, designed the user experience and interface of the new graduate studies application system using best practices, resulting in a more streamlined, intuitive, and stress-free experience for the applicant
- Developed the interface of the application with front-end code using HTML, CSS, and JavaScript, resulting in an on-brand and mobile friendly experience (which was not possible with the limited visual customization the software offered)
- Communicated design decisions to and implemented feedback by development and engineering teams by attending demos, reviews, and brainstorming sessions at all stages of product, resulting in quality product developed in time for launch

User Experience & Interface Designer | accentedge IT Consulting

Feb–May 2022 (Contract) • Chicago, IL (Remote)

- Developed digital branding guidelines by designing microsites and cancer detection application on desktop and mobile, resulting in brand-consistent experience across print and digital products
- Collaborated with developer and engineer teams by discussing feasibility of designs, and providing developer-ready mock-up schematics on Figma, resulting in microsites and application being developed in time for product demo to stakeholders and clients
- Created information architecture and sitemaps for microsites using draw.io, resulting in interconnected experience across sites and leading potential clients to different services organization offers

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Interactive Training Developer | Simon Fraser University, Institutional Strategic Awards

Sep 2020–Oct 2021 (Co-op) • Burnaby, BC

- Created an online course teaching equity, diversity, and inclusion to Canada Research Chairs, synthesizing 200+ pages of text into clear and compelling interactive activities, visuals, and bite-sized text, resulting in student engagement and retention
- Managed full project cycle with multiple stakeholders (students, instructors, experts, and consultants) and tracked progress through timelines and Gantt charts, resulting in meeting deadlines and producing a streamlined product for students and maintenance
- Drew infographics, and delegated production to graphic designer, making sure style was on-brand before mass-production, resulting in breaks to text-heavy content and visually aiding students

Graphic Designer | accentedge IT Consulting

Jun–Aug 2018 (Internship) • Chicago, IL (Remote)

- Designed brand of digital consultation startup from scratch by creating brand book containing usage guidelines and link to design resources, resulting in brand consistency with easy-to-follow instructions for design material usage by employees
- Designed logo, business cards, letterheads, envelopes, and advertising and promotional graphics, resulting in digital and print-ready materials to be used immediately for marketing to potential clients
- Gathered design requirements and communicated design decisions through emails and meetings with ownership and management, resulting in high quality design materials reflecting the founder's vision

Marketing & Communications Associate | Simon Fraser University, Graduate Studies

Apr–Aug 2018 (Co-op) • Burnaby, BC

- Marketed events and communicated announcements on Facebook and X using Hootsuite to over 2,800+ students, resulting in 200+ entries for photo competition, and 50+ participants (max. capacity) for LinkedIn portrait event
- Managed department site using content management system (Adobe Experience Manager) and inserted custom HTML and CSS code, resulting in a more responsive experience for +5,000 students
- Tracked clicks on monthly email newsletters using Google Analytics, discovering increased engagement (after expediting newsletter resource compilation process with fewer revisions and faster send outs)

Barista | Blenz Coffee

Apr 2017–Feb 2018 • Surrey, BC

- Memorized drink recipes to make multiple drinks simultaneously, especially during rush times, reducing customer wait time for their drinks and at the register
- Effectively communicated with coworkers to switch between taking orders and making drinks allowing for an efficient clearing of a rush in an appropriate amount of time
- Created conversation with and remembered personalized drinks of customers creating hospitable environment, producing returning customers

VOLUNTEER EXPERIENCE

Web Designer | TEDxSFU

Mar–Nov 2022 • Vancouver, BC

- Created and iterated multiple page designs for TEDxSFU's 2022 conference site, using FigJam for online feedback via sticky notes and comments, resulting in collaboration and accountability of designs
- Collaborated with event runners and different teams (design, marketing, etc.), and obtained feedback on design, content, and user experience for event website, resulting in a unified experience and interface that was aligned in vision and content
- Discussed feasibility of designs with development team, revising based on feedback, and provided schematics of designs, resulting in smooth handover and translation of designs to online

Graphic Designer & Events Coordinator | Baabul Ilm Education Society

Aug 2013–Aug 2019 • Surrey, BC

- Created logo on Illustrator for a charity scholarship organization by using Arabic text, studying the lettering, and researching calligraphic and modern styles, producing a readable and contextual logo for what the organization's name represents
- Redesigned and improved the previous information booklet on InDesign by consolidating content and highlighting the call-to-action for donations through information hierarchy, resulting in sponsor and charity engagement
- Volunteered on-site during scholarship events to register attendees, take photographs, and setup and tear down, resulting in an engaging and punctual event