

# Midhat Kazmi

**UX Designer** based in Canada. 🇨🇦

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## 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 • Figma • Axure •  
Articulate

**Web Development** • HTML/CSS •  
Dreamweaver • AEM

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

**OS** • Windows • macOS

I am a designer with a focus in branding and identity and value **research-driven solutions** and creating **consistent user experiences** across online and offline touchpoints.

## WORK EXPERIENCE

**UX Analyst** • Digital Transformation Office, SFU / March 2022–Present  
Working with IT specialists to revitalize the UX/UI of the student application system using scrum and sprint reviews to iterate.

**Web Designer** • TEDxSFU / March 2022–Present  
Working with a web developer and creative team to design and create the TEDxSFU website with a mobile-first approach to responsive design.

**Product Designer** • accentedge / February–May 2022  
Worked with a development team to design the UX/UI of a cancer-detecting application with a mobile-first approach to responsive design.

**Interactive Training Developer** • Institutional Strategic Awards, SFU /  
September 2020–October 2021  
Designed the UX/UI of a course from discovery to launch, resulting in an engaging and interactive course for students, and streamlined maintenance for instructors.

**Marketing & Communications Associate** • Graduate & Postdoctoral  
Studies, SFU / April–August 2018  
Distinguished department through rebrand and communicated news and events through engaging graphics materials.

**UX/UI Designer** • LiftFit / February–April 2018  
Prototyped a fitness mobile app for a persona based on user research and journey maps, resulting in an app that served the persona's needs.

**Design Contractor** / 2016–Present  
Professional and contract work for various organizations in branding and identity and graphic design deliverables. Clients: CIRPA, Baabul Ilm Education Society, accentedge, SFU, ePione Technologies.

**Barista** • Blenz Coffee / April 2017–February 2018  
I can make some mean latte art.