

# Midhat Kazmi

**UX Designer** based in Vancouver 🇨🇦 (open to relocation)

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I combine **research, branding and responsive design** to craft **pixel-perfect, user-validated experiences** across print and digital touchpoints.

## EDUCATION

**Simon Fraser University** 2016–2021

B.A. Interactive Arts & Technology,  
Design Concentration

## SKILLS

**Design** • Wireframing • Prototyping  
Mockups • Userflows • Storyboarding  
Illustration

**Research** • Personas • Journey maps  
Affinity diagrams • Usability testing  
Primary • Secondary

**Tools** • Adobe • Figma • Axure • HTML  
CSS • Flexbox • Articulate • Hootsuite  
SketchUp • DSLR • Copywriting

**Collab** • Agile • JIRA • FigJam • Miro  
Asana • Trello • Slack • G-Suite  
Microsoft Office

**Misc** • Windows • Apple • Android  
English • Urdu

## WORK EXPERIENCE

**Simon Fraser University, IT Services**

Mar–Nov 2022

UX Analyst (contract)

Solely designed UX/UI of new graduate studies application system. Produced less stressful responsive and on-brand experience for applicant.

**TEDxSFU**

Mar–Nov 2022

Web Designer (volunteer)

Designed 2022 conference site with mobile-first approach. Kept viable and on-track by collaborating with development and marketing teams.

**Canadian Institutional Research & Planning Association**

Apr–Nov 2022

Graphic Designer (contract)

Designed logo, conference day booklet and print and digital graphics. Made last-minute requested changes in time for conference.

**accentedge**

Feb–May 2022

Product Designer (contract)

Designed cancer detection application and multiple sites. Provided schematics to development team. Developed brand on digital touchpoints.

**Simon Fraser University, Institutional Strategic Awards**

Sep 2020–Oct 2021

Interactive Training Developer (co-op)

Created online course for Canada Research Chairs. Converted 200+ pages of text into engaging bite-sized content paced with interactive activities.

**Baabul Ilm Education Society**

Sep 2018

Graphic Designer (contract)

Designed logo and conference day booklets for religious scholarship organization. Produced religiously significant deliverables.

**Simon Fraser University, Graduate & Postdoctoral Studies**

Apr–Aug 2018

Marketing & Communications Associate (co-op)

Rebranded department and designed print and digital communications posted on social channels. Resulted in unique brand and effective outreach.

**accentedge**

Jun–Aug 2018

Graphic Designer (internship)

Designed brand of digital consultation startup. Produced brand book and templates to be used by future designers or colleagues.

**LiftFit**

Feb–Apr 2018

UX/UI Designer (academic project)

Prototyped fitness smartphone application. Validated design decisions using personas and journey maps.

**Design Contractor**

2016–Present

Professional and contract work in graphic design, UX/UI and web.