

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 serving different stakeholders.

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
Rebranded department and created communication materials using

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.