



MIDHAT KAZMI

GRAPHIC DESIGNER

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PASSION

Originally a traditional artist, I discovered design when I was asked to create a jersey for my high school sports team, leading to my interest in logo design and branding and identity, and discovering UX/UI and web design, a pursuit I am interested in. Practicing it academically and freelance, my experience with clients will contribute not only in design but communication as well.

DESIGN EXPERIENCE

USER RESEARCH + WIREFRAMING | February 2018

DUOLINGO

- › Created a Personal Word Bank feature based on user research and their pain points and frustrations, successfully resolving problems with user experience
- › Formed a persona based on trends of similar users, resulting in a realistic and detailed archetype that could be related to and applied to the integrated feature
- › Sketched medium fidelity wireframes of feature, staying visually and behaviourally consistent with the existing mobile app, allowing users to immediately use feature

LOGO DESIGN | December 2016

SFU SATELLITE DESIGN TEAM

- › Produced an aesthetically-pleasing logo with requested elements that communicated aerospace technology rendering its use in the client's website
- › Attended meetings to communicate with club members and contextualize abstract information resulting in the understanding of values to be communicated in logo
- › Iterated multiple logos on Illustrator for interchangeable elements and colours allowing efficient selection of elements and colours by client

BRANDING + IDENTITY | February 2016

CLOUD CABS

- › Created branding for a fictional service that would provide transportation between the airport and client's location of stay, consistently communicated across different mediums (business cards, letterheads, vehicles, etc.)
- › Considered design elements such as visibility and legibility according to elderly target audience, allowing for empathetic design decisions directed by audience
- › Integrated air and car travel elements into logo, successfully communicating service

SKILLS

Photoshop	SolidWorks
Illustrator	SketchUp
InDesign	HTML + CSS
Axure	Processing
Illustration	Copywriting

EDUCATION

B.A. | 2016 — 2020 (est.)

INTERACTIVE ARTS + TECHNOLOGY

Simon Fraser University, Canada
www.siat.sfu.ca 3.45 CGPA

WORK EXPERIENCE

BARISTA | April 2017 — Present

BLENZ COFFEE

- › Neatly stocks shelves and thoroughly cleans store leading to organization and cleanliness of store producing a sanitary environment
- › Memorized recipes to make multiple drinks simultaneously reducing wait time
- › Effectively communicates with coworkers to switch between register and drinks allowing efficient clearing of a rush in an appropriate amount of time
- › Creates conversation with and remembers drink personalizations of customers creating a hospitable environment producing returning customers