



Midhat Kazmi — visual designer specializing in branding & identity.

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EDUCATION

Simon Fraser University • 2016 – 2021

B.A. Interactive Arts & Technology

Design Concentration

SKILLS

UX / UI • Wireframing • Prototyping • User Flows • Personas

Web Development • HTML / CSS • Dreamweaver • AEM

Research • Primary / Secondary • User Testing • Affinity Diagrams

TOOLS

Design • Photoshop • Illustrator • InDesign • XD • Figma • Axure • Articulate

Creative • Copywriting • Illustration • Storyboarding • Photography • Videography

Collaboration & Marketing • Slack • Asana • Trello • Google Drive • Microsoft Office • Hootsuite

I strive to create consistent user and design experiences across different platforms using graphic, UX / UI and web design. I have designed a training module promoting equity, diversity, and inclusion in hiring researchers, developed the branding and guidelines of a startup from scratch and designed graphics and marketed events and opportunities for a university department for graduate students.

WORK EXPERIENCE

Interactive Training Developer Co-op

SFU Institutional Strategic Awards • Fall 2020 – 2021 (13 months)

- Converted given course content into manageable quantities of information audience can choose to read and/or interact with, making the course more engaging
- Learned new software required for creation of course while reading through course content and wireframing how it will look, demonstrating effective use of time
- Streamlined and documented instructions for workflow of adding and editing content in software, allowing for future revisions

Graphic Design Intern

Accentedge • Summer 2018 (3 months)

- Created branding guidelines based on already existing logo, allowing future design interns and others to create consistent branding material
- Working remotely, sent daily status reports, and had daily conference calls for updates and feedback on multiple projects, resulting in quick turnaround of graphics for daily social media posts

Marketing & Communications Assistant Co-op

SFU Graduate & Postdoctoral Studies • Summer 2018 (5 months)

- Implemented SFU branding in graphics while distinguishing office from others resulting in a unique but familiar identity
- Fast turnaround of design materials under set deadlines allowing more time for feedback and adjustments resulting in meeting deadlines
- Created a more efficient process for cataloging resources and articles relevant to graduate audience in monthly newsletters, allowing more time for feedback and publishing within the first few days of the month