Mishaal Al Bashir

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mishaalalbashir.co

EDUCATION

University of Waterloo

Bachelor of Honours Global Business and Digital Arts, Graduated with Distinction

2013 - 2017

EXPERIENCE

tilr — Product Designer

Completely reworked the Create a Job process, focusing on clarity, guidance and learnability to create a more simple and understandable flow.

Through quantitative methods, found an area in our onboarding where 74% of new signups dropped off, and led a rework to address it.

Led the design team to introduce version control, modular symbols, responsive artboards, and a design system in our design files.

June, 2018 - Present

WGames — UX Designer

Main UX Designer for Neverland Casino from ideation to launch, identifying, designing, prototyping and internally testing major user flows and patterns.

Created major animations throughout the application, optimizing for speed and clarity of information.

Identified potential painpoints and proposed solutions that emphasized the facilitation of game flow, contextual design, and usability.

June 2017 - June 2018

Uken — Design Intern

Redesigned and iterated on major mobile game user flows including Player vs Player, Player vs Environment Battles, and the use of in-game friends. Reduced the number of screens and time taken between areas by 30%.

April 2016 - Sept 2016

TOOLS

Sketch
Principle
Origami Studio
AfterEffects
InVision
Photoshop
Framer

PROGRAMMING

HTML/CSS
Javascript
jQuery
coffeescript
Framer.js

ACHIEVEMENTS

HackingGood, 2017

First Place winner in the Education Hackathon catergory presented by Cisco, Inc and RateHub.

TheNext36 Startup Sprint, 2016

Fourth Place Finalist in the National Disruption Startup Sprint.