

# MISHAAL AL BASHIR

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mishaalalbashir.co

## SKILLS

Sketch 3.0

Photoshop

AfterEffects

Zeplin

Prototyping

HTML & CSS

Javascript

Wireframing

## HOBBIES

Hardware tinkering

Creative writing and analysis

Mechanical keyboards

Soccer

## EXPERIENCE

### UKEN GAMES UI/UX Designer *May - August 2016*

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

Lead the team as its sole UX Designer towards minimum viable product and through the launch cycle.

Assisted the process and design for an internal system to create in-game events.

Conducted informal meetings to discuss feedback about the game with both colleagues and users.

Organized and conducted meetings to onboard new designers about team practices, design principles and design standards.

### SCOTIABANK Quality Assurance *May - August 2015*

Tested, implemented and provided feedback and suggestions for new features and user interactions.

Performed back-end analysis of userbase which was used to improve mobile web experience for key cohorts.

Iterated on new mobile site design, optimizing for positive user experiences via extensive testing.

## PROJECTS

### WHISK iOS App

In the process of the development of an ingredient focused recipe app.

Conducted extensive interviews & research methods to determine key features.

### IT'S LOVE, IT'S LIFE Mobile Narrative

Designed and presented an interactive tour of the city of Stratford.

Was shown in the University of Waterloo Student Showcase 2014.

Finished 2nd in the contest for the implementation of the mobile narrative.

## PORTFOLIO

Available online at [mishaalalbashir.co](http://mishaalalbashir.co)

## EDUCATION

### UNIVERSITY OF WATERLOO

4B Global Business and Digital Arts