# MASOOMA RIZVI

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## PROFESSIONAL SUMMARY

Creative and detail-oriented Front-End Developer and UX/UI Designer with a passion for crafting intuitive, accessible, and responsive digital experiences. Proficient in HTML, CSS, JavaScript, and Figma, with a strong foundation in user research, prototyping, and web development. Demonstrated ability to lead projects from conception to deployment, focusing on user-centric design and functionality.

## TECHNICAL SKILLS

**Languages:** HTML, CSS, JavaScript, Python, Java, C
**Design & Prototyping:** Figma, Adobe Express
**Version Control:** Git, GitHub

## PROJECTS

**LAFS - Urdu Literature and Poetry Archive**                    *September 2024 - April 2025*
*UX/UI, Web Development*

- **User Research and Planning:** Conducted user interviews to understand the needs of Urdu literature enthusiasts and identify gaps in existing platforms.
- **UX/UI Design:** Designed and prototyped an accessible and visually elegant poetry archive using **Figma**. Developed poet profiles and a genre-based navigation system to enhance discovery.
- **Web Development:** Built and deployed the final website using **HTML, CSS, and JavaScript**. Ensured full responsiveness and usability across screen sizes and browsers.

**SUKOON – Emotional Wellness Tool**                    *January 2025 - March 2025*
*UX/UI, Web Development*

- **User Research and Planning:** Conducted user interviews and surveys to understand the emotional and spiritual needs of the Muslim community, identifying a gap in accessible resources that connect emotions with Islamic teachings.
**UX/UI Design:** Designed and prototyped an intuitive interface using **Figma**, enabling users to explore Quranic verses and tafsir related to specific emotions. Focused on creating a calming and accessible user experience.          **Web Development:** Developed and deployed the website using **HTML, CSS, and JavaScript**, ensuring responsiveness across various devices and browsers to provide a seamless user experience.

**Student Budgeting App Prototype**                    *September 2023 - December 2023*
*UX/UI*

- **User Research and Design:** Conducted user research to inform the design of a student-focused budgeting app prototype using Figma, ensuring alignment with user needs and preferences.
- **Expense Tracking and Budgeting:** Designed features that enable students to effectively track, budget, and organise their expenses, fostering better financial habits.
- **Personalized Financial Planning:** Integrated modules for personal goals, expenses, preferences, and earnings data, facilitating tailored financial planning for users.
- **Customizable Categories:** Developed customizable expense categories and allocation options, allowing users to adapt the app to their individual budgeting styles.

**Cosmic Code Academy**                                                                                       *May 2024 - September 2024*
*UX UI, Web Development*

- **User Research and Goal Development:** Led comprehensive research initiatives to identify and analyse user goals, ensuring that the curriculum and website design met the needs of new Python learners.
- **UX/UI Design:** Designed and prototyped the website's user experience and interface using **Figma**, focusing on intuitive navigation and accessibility. Created wireframes and high-fidelity prototypes to visualise the user journey, iterating based on user feedback.
- **Web Development:** Translated the approved designs into a fully functioning website using **HTML, CSS, and JavaScript.** Ensured responsive design for optimal performance across devices and browsers, enhancing user engagement and satisfaction.

## EXPERIENCE

**Mahdi Youth Society** — Toronto, ON                                                                      *April 2024 - Present*
*Marketing Executive*

- Led digital marketing strategy for community programs, increasing event awareness and attendance through Instagram, Facebook, and WhatsApp
- Announced and promoted events, provided timely reminders, and managed photo coverage and post-program updates across channels.
- Designed social media posts featuring religious content (Quranic verses, Hadith, community values).
- Collaborated with the Executive Council on cross-functional marketing efforts.
- Attended planning meetings, supported other teams, and generated original ideas to improve communication, programming, and youth involvement.

**Call Center Guys** — Markham, ON                                                                        *July 2019 - August 2019*
*Outbound Sales Agent*

- Contacted a multitude of customers offering promotions, and information on our products.
- Answered all questions and concerns of customers with complete detail.
- Used Citrix systems to upkeep and verify customer information.
- Updated customers' online file, and information constantly.
- Assisted customers in account-related and simple technological concerns.

## EDUCATION

*York University- Lassonde School of Engineering*                                                            *Class of 2026*

**Bachelors of Computer Science**

## RELEVANT COURSES

- Hypermedia and Multimedia Technology
- Mobile User Interfaces
- User Interfaces
- Programming for Mobile Computing