

# MASOOMA RIZVI

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## PROFESSIONAL SUMMARY

**Creative and detail-oriented UX/UI Designer and Front-End Web Developer** with a passion for crafting intuitive, accessible, and responsive digital experiences. Skilled in user research, wireframing, prototyping, and high-fidelity UI design using **Figma**, as well as translating designs into functional code with **HTML, CSS, and JavaScript**. Experienced in leading projects from concept to launch, with a strong focus on user-centered design, seamless user interfaces, and modern web development practices.

## TECHNICAL SKILLS

**Languages:** HTML, CSS, JavaScript, Python, Java, C

**Design & Prototyping:** Figma, Adobe Express, Adobe Photoshop, Canva,

**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.

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**Cosmic Code Academy**  
*UX UI, Web Development*

*May 2024 - September 2024*

- **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

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**Mahdi Youth Society** — Toronto, ON  
*Director of Marketing*

*April 2024 - Present*

- 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  
*Outbound Sales Agent*

*July 2019 - August 2019*

- 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

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*York University - Lassonde School of Engineering*

*Class of 2026*

**Bachelors of Computer Science**

## RELEVANT COURSES

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