

MASOOMA RIZVI

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PROFESSIONAL SUMMARY

Creative and detail-oriented UX/UI Designer and Front-End Developer with a passion for crafting intuitive, accessible, and responsive digital experiences. Skilled in user research grounded in **cognitive design principles**, 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.

EDUCATION

York University - Lassonde School of Engineering
Bachelors of Computer Science

Class of 2026

TECHNICAL SKILLS

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

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

Version Control: Git, GitHub

Design Fundamentals: Typography, Color Theory, Visual Hierarchy, Gestalt Principles

PROJECTS

LAFS - Urdu Literature and Poetry Archive

April 2025 - January 2026

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

June 2025 - December 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 (interpretation) 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.

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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

Blankets of Toronto (York Chapter) - Toronto, ON

September 2025 - January 2026

Social Media Coordinator

- Managed Instagram presence through daily community engagement, content creation (posts, stories, reels), and DM responses.
- Promoted volunteer initiatives and donation drives to increase awareness and community participation.
- Collaborated with chapter leadership to align social media strategy with organizational campaigns and outreach goals.

Mahdi Youth Society — Toronto, ON

April 2024 - January 2026

Director of Marketing

- 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.