



SYEDA NUDRAT ZEHRA

An Aspiring
User Experience Designer

CREATIVE THINKING

CREATIVE STORYTELLING

CREATIVE IMPACT

CONTACT:

647-570-2156

nudrat.zehra@mail.utoronto.ca

nudratzehra.me

linkedin.com/in/syeda-nudrat/

EDUCATION

UNIVERSITY OF TORONTO 2016 – PRESENT
Honours Bachelors of Arts

Digital Enterprise Management Specialist

Third-year Student

- Focuses on digital technologies in relation to business management
- Joint program with Sheridan College to enhance hands-on application of business information system

EXPERIENCE

DATA ANALYSIS PROJECT SEPT – DEC 2018

- Using the SDA Tool (Survey Documentation and Analysis) at the U of T Data Library, Canada's current survey data was analyzed and evaluated
- Low-fidelity and high-fidelity prototype of a website by developing a flow-chart diagram and functioning website

PORTFOLIO WEBSITE USING BOOTSTRAP

SEPT – DEC 2018

- Applied my knowledge of conceptual processes, strategic design thinking and communication, user research, design development, graphic design and content/media production.
- Designed wireframes and the information architecture and graphically designed a web interface by using web mark-up and programming to implement a usable design.

STANDALONE WEBSITE

JAN – APR 2018

- Analyzed large-scale websites from an information architecture standpoint and designed and developed with usability at the centre.
- Applied principles of information architecture, personas, wireframes, prototyping and design of usable content navigation to semantic web design.
- Accessibility, AODA compliance and application of W3school 2.0 in developing inclusive interfaces.

STRATEGIC ANALYSIS OF INTERNAL & EXTERNAL BUSINESS ENVIRONMENT

MAY – AUG 2018

- Understanding the company's online presence by evaluating current marketing plan, target market and current marketplace evaluation
- Proposing a new website and application blueprint designs
- Using relevant keywords to attract new customers through understanding Search Engine Optimization (SEO)

SOFTWARE & SKILLS

Programming Skills

- HTML5/CSS3
- Bootstrap 4 Framework
- WordPress
- JavaScript
- jQuery

UX & Prototyping Tools

- Adobe XD
- User persona
- User research
- User modeling
- Intelligent interface designs
- Storyboarding
- Wireframes
- Usability testing
- Google analytics

Others

- Visual Design
- Microsoft Office
- Asana

EXTRACURRICULAR

DIGITAL ENTERPRISE MANAGEMENT ASSOCIATION

University Of Toronto Mississauga
Outreach Director

2018 – Present

Participating in a collective student representative body by recruiting sponsors to assist in making events effective. Received the opportunity to host public events.

CENTER OF STUDENT ENGAGEMENT

University Of Toronto Mississauga
Work-study Position

Student Organization Activity Assistant

2017 – 2018

Promoted Academic Societies and student organizations events through departments social media platforms.

BLACKWOOD GALLERY

University Of Toronto Mississauga
Work-study Position

Curator & Outreach Assistant

May 2017

Organized and managed events, as well as worked with senior gallery staff, such as visiting artists, curators, and educators.

ART GALLERY OF MISSISSAUGA

Co-op Placement
Curator Assistant

2016

Exposure to the inner workings of a public art gallery institution and promoting an awareness of curatorial and gallery careers.

RELEVANT COURSES

- Human-Computer Interaction and Communication
- Integrative Design Project
- Information Systems
- Advanced Web Design
- Communications Research Methods
- Signs Referents, and Meanings
- Performance Assessment
- Contemporary Communication Technologies