

Saadaf Mohsin

Experience Designer

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EDUCATION

Digital Media - BA | York University

September 2021 - April 2024

Major Courses: User Interfaces, Screen-based Fluid Interfaces, Creative Data Visualization, Algorithms & Data Structures, etc.

Related Project:

- *Lion Pride Finds AR App* (See [link](#)):
 - Led a team of 4 developers and designers to build a Unity-based AR app to enhance the campus experience for students and alumni
 - Integrated Mapbox and Google Maps APIs to create an interactive map highlighting key campus locations

EXPERIENCE

Technical Support Consultant | Rogers Communications

May 2022 - April 2023

- Provided technical support to 25+ customers on a daily basis; resolved internet, TV, and home phone connectivity issues efficiently
- Installed, configured, and optimized customer networks virtually which ensured all IT systems function smoothly and improved compatibility within the homes of 2000+ customers
- Demonstrated excellent verbal and written communication skills with a proven ability to identify customer needs and respond professionally, consistently ensuring customer satisfaction

Multi-Department Specialist | Food Basics

June 2017 - April 2020

- Developed 3 years of exceptional customer relationship management skills; addressed the needs of 40+ customers daily, offering product knowledge, logistical support, and empathetic service
- Entrusted with opening and closing duties, overseeing security, inventory checks, and ensuring smooth operations at Brampton's top revenue-generating location
- Trained new hires on work ethic, store protocols, and inventory management; boosted team efficiency and fostered a highly collaborative, results-driven work environment

SKILLS

User research
Prototyping
Wireframing
Visual design
Responsive Design
Information Architecture
Storyboarding
Usability Testing
Journey Mapping
Rapid Prototyping
Typography
Design System
Full-Stack Development

TOOLS

Figma
InDesign
Illustrator
Photoshop
Framer

DEVELOPMENT

HTML / CSS
JavaScript
ReactJS
Java
Python
Tailwind CSS

PROFESSIONAL DEVELOPMENT

Google UX Design

Professional Certificate (Coursera)
October 2024 - Ongoing

Developed expertise in UX research, design thinking, prototyping, accessibility, and Figma through hands-on projects