

# Saadaf Mohsin

## Experience Designer

saadaf.com

saadafmohsin@gmail.com

+1.647.640.6406

### EDUCATION

#### Digital Media - BA | York University

September 2021 - April 2024 // Toronto, ON

**Major Courses:** User Interfaces, Screen-based Fluid Interfaces, Creative Data Visualization, Algorithms & Data Structures, Statistics and Probability, 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 // Toronto, ON

- 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 // Brampton, ON

- 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  
Visual Hierarchy  
Interaction Design  
Responsive Design  
Information Architecture  
Storyboarding  
Usability Testing  
Journey Mapping  
Rapid Prototyping  
Typography  
Colour Theory  
Design System  
Full-Stack Development

### TOOLS

Figma  
InDesign  
Illustrator  
Photoshop  
Framer

### DEVELOPMENT

HTML / CSS  
JavaScript  
Node.js  
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