

Saadaf Mohsin

Experience Designer

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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 issues via clear, step-by-step communication
- Installed, configured, and optimized 3000+ customer's networks virtually to ensure all products function smoothly
- 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

- Delivered friendly, knowledgeable service to 30+ customers daily, strengthening customer relationships and resolving inquiries
- Entrusted with opening/closing duties and inventory checks at Brampton's top-performing location, ensuring optimal daily operations
- Trained and mentored new team members, improving onboarding outcomes and contributing to a high-functioning, collaborative store environment

SKILLS

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

TOOLS & SYSTEMS

Figma
InDesign
Illustrator
Photoshop
Framer
Amdocs CRM

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