i'm sher;
UX/UI Designer

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PROJECT EXPERIENCE

Interaction Design Methods
UX Researcher
January - April 2020
Team of 6

Initially partnered up with Green Chair Recycling and conducted ethnographic research through onsite observation, served as volunteers, shadowed staff and conducted short-process interviews with the founder and various coordinators. Developed a ludic approach and prototyped a recycling exhibition.

User Interface
Interface Designer
UX researcher
May - August 2019
Team of 5

Researched about domain, personas and content. Created wireframes, graphic designs using Adobe Illustrator and Figma. Conducted interviews and user testing to create an app.

WORK EXPERIENCE

ScopeMedia Inc
UI + UX Designer
November 2020 - Present

Developed brand guidelines and revamped the company's website. Created mockups and prototyped a SaaS product using Figma. Managed 3 interns.

Daiya Foods
Graphic Design Intern
September - December 2019

Designed or updated print and digital ads, posters, sell sheets, packaging and swag items using Illustrator and Photoshop. Contributed ideas and offered input during creative meetings.

EDUCATION

Simon Fraser University
Interactive Arts & Technology
Bachelor of Arts
2017 - 2020

Beedie School of Business
Bachelor of Business Administration in Accounting
2010 - 2016

SKILLS

Photoshop	Premiere Pro	Figma
Illustrator	Lightroom	HTML
InDesign	Autodesk Maya	CSS
Microsoft Office	Axure	

INTERESTS

When I am not at work, you can find me cycling on my favourite bike path up Prospect Point along Stanley Park. On occasions, I may whip up a cake. My favourites are earl grey and matcha!