

Zirwa Tariq

Visual Designer

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As a Visual designer, my expertise lies in creating visually appealing designs and intuitive user interfaces for digital products. I've experience in both print and digital design and passionate about creating user-centered and accessible designs.

Professional Experience

SUNY Oswego

Graduate Assistant, Sept 2022 - May 2023

- Updated the official website using Drupal 9 and make it more user friendly which in a 35% increase in website interactions and a 20% decrease in bounce rates.
- The incorporation of modern technology and original designs led to a 45% increase in social media engagement and a 25% rise in poster click-through rates, resulting in an overall better user experience.

Collaboration with marketing teams to ensure design compliance with brand guidelines resulted in a 90% reduction in design revisions and a 40% increase in brand consistency across marketing campaigns.

Facilities services - SUNY Oswego

Graphic Designer, Sept 2022 - May 2023

- Assisted faculty members with data collection for potential academic / web publications to include in official website to make the experience user focused.
- By updating the website and incorporating accessibility and inclusive design results in Improved user experience by 15% and increased click rates.

Lloyd's Knight International

Graphic Designer, June 2021 - Dec 2021

- Developed original designs for print media, magazines, and social media accounts results in increased user interaction rate by 16%.
- Collaborated with marketing teams to confirm design compliance with brand guidelines and developed medias for the websites to make it more user focused.

Interschange

Graphic Designer, Oct 2019 - Sept 2021

- Designing high quality visuals on larger scale prints results in increase sales and the product popularity.
- Developed original and unique designs for the social medias leads to increase rate of interactivity on the social platforms which also causes the increase in sales of the products.

Certificates

Designing an Accessible User Experience

- Deque University April 2023

Visual Design and Colors (WCAG 2.1)

- Deque University Oct 2022

Accessibility Fundamentals - Disabilities, Guidelines, & Laws

- Deque University Feb 2022

Education

MA Graphic Design And Digital Media

State University of New York

Jan 2022 - May 2023

BS Visual Communication Design

University of Gujrat, Pakistan

Sept 2015 - Aug 2019

Skills

User-Centered Design

Interface Design

Code Validation

User Research

Website Maintenance

Prototyping

Wire-framing

Accessibility

Design System

Marketing Media

Responsive Design

Visual Design

Interaction Design

Branding

Paper Prototyping

Softwares

Adobe Suites

Figma

HTML5

CSS3

JS

Drupal

Microsoft Office

