

Hi there! I am a **UI/UX & multidisciplinary designer**. My work ethic involves a professional process, clear communication & a collaborative approach. I want to use design as a tool for positive change.

WORK EXPERIENCE

UI/UX Designer

Zum Rails | Canada

MAY 2021 – PRESENT

- Leading UI/UX efforts for products while collaborating with the development team.
- Marketing efforts for communication points with stakeholders via visuals & writing.
- Animation and 3D design as per requirements across media channels.

Creative Designer

Concrete | Kuwait

OCT 2018 – DEC 2019

- Built the company's brand identity from scratch, working closely with the founder.
- Diagnosing business problems, developing high-fidelity solutions for clients.
- Facilitating client meetings, brainstorming sessions & hand-off of deliverables.
- Creating quality print collateral and digital experiences for clients.

Freelance Visual Designer

Self-employed | Worldwide

FEB 2017 – PRESENT

- Working on projects & commissions for clients based in Kuwait, Canada & India.

Content Marketing Manager

Wits & Wings | India

AUG 2016 – OCT 2016

- Created graphic designs for the website's social media accounts.
- Wrote SEO-based articles & effectively increased traffic to the website.

EDUCATION

Interactive Media Design Diploma

Seneca College | Canada

2020 – 2021

Studied UI/UX, Web Design & Development, 3D design, Motion Graphics.

BA Mass Communication, Literature & Social Management

St. Francis College for Women | India

2015 – 2018

Research Thesis: An Opinion Study on Girl-Child Education Among The Muslim Community in Hyderabad & Secunderabad (India).

TOOLS

Adobe Photoshop, Illustrator, After Effects, XD, InDesign, Premiere Pro
Figma, Blender, Wordpress, Webflow, HubSpot
HTML/CSS/Javascript