

# MANAHIL MASROOR

## UI & UX DESIGNER

### CONTACT



647-916-4582



manahil.masroor@outlook.com



manahilmasroor.com



linkedin.com/in/manahil-masroor



Mississauga, ON

### EDUCATION

**University of Toronto** *Apr 2022*  
Honours Bachelor of Science

*Double Major in Computer Science and  
Communication, Culture, Information, &  
Technology*

- Focus in HCI and UX/UI Design

**Sheridan College** *Apr 2022*  
Certificate in Digital Communication

### DESIGN TOOLS

Figma InVision Sketch

Balsamiq Adobe XD Photoshop

Illustrator Mural

### UX SKILLS

Personas User Case Scenarios

Storyboarding Work Models

Information Architecture

Contextual Inquiry Design Thinking

Participatory Design Wireframing

Prototyping Participatory Design

Usability Testing Web Analytics

Accessible Design (WCAG)

Web & Mobile Frameworks

### TECHNICAL SKILLS

Python Java JavaScript C C++

Haskell Assembly HTML CSS

Bootstrap & WordPress Frameworks

### EXPERIENCE

#### Project Manager, Designer & Researcher

*Just Vertical*

*Jan 2021 - Apr 2021*

- Collaborated with Head of Marketing and lead a student team to create visual brand guideline content and final document to ensure consistency for company's digital mediums.
- Adopted a design thinking approach to research and create social channel design standards including content principles and post templates.

#### Digital Marketing & Branding Coordinator

*Nurturing Transformations*

*Jan 2022 - Apr 2022*

- Constructed a suitable brand identity and social media design guideline targeting our client's limitations identified in competitive market and demographic analysis.
- Adopted design & critical thinking approaches to derive optimal posting schedule, style guide, post categories and templates.

### PROJECTS

#### UTM Timetable Redesign

*UX Research & Design*

*Jan 2022 - Apr 2022*

- Conceptualized a redesign for the UTM Timetable Planner after identifying user pain points for students navigating the present website.
- Streamlined course selection process by decreasing the abundance of scrolling and white space, in turn increasing the satisfaction rate by 42% and decreasing time taken by 26.3 seconds.

#### ACCESSories Digital Payment App

*UX Research & Design*

*Sep 2021 - Dec 2021*

- Created a mobile payment app that alleviates existing user frustrations of face ID with masks by authorizing payments via personal accessories.
- Derived design requirements discovered via usability analysis and user needs (based on basic needs, functionality, interface, and interaction) and implemented them in app prototype.