

Manahil Masroor

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Skills

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|-------------------------|--|
| Design Tools | Axure, Figma, InVision, Sketch, Balsamiq, Adobe XD, Photoshop, Illustrator, Miro, Mural |
| UX Skills | Personas, User Case Scenarios, Storyboarding, Work Models, Information Architecture, Contextual Inquiry, Design Thinking, Principles of Design, Wireframing, Prototyping, Participatory Design, Usability Testing, Accessible Design (WCAG), Web & Mobile frameworks, Comprehension of UX Laws & the 10 Usability Heuristics |
| Technical Skills | HTML, CSS, Python, Java, JavaScript, C, C++, Bootstrap & WordPress Frameworks, Google Analytics |

Education

University of Toronto

HONOURS BACHELOR OF SCIENCE

Sep 2017 – Apr 2022

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

- Focus on HCI and UI/UX Design

Sheridan College

CERTIFICATE IN DIGITAL COMMUNICATION

Sep 2018 – Apr 2022

Experience

Digital Marketing & Branding Coordinator Intern

Nurturing Transformations

Jan 2022 – Apr 2022

- Constructed a suitable brand identity and social media design guideline targeting our client's limitations identified after conducting competitive market and demographic analysis.
- Derived optimal posting schedule, style guide, post categories and templates rooted in user research, user journeys and case scenarios, by adopting user-centred design & critical thinking approaches.

Project Manager, Designer & Researcher Intern

Just Vertical

Jan 2021 – Apr 2021

- Collaborated with the Head of Marketing and led a student team to create visual brand guideline content and final document to ensure consistency for the company's digital mediums.
- Adopted a design thinking approach to research and create social channel design standards including post template prototypes and content principles such as typography, colour, icons and other design system elements.

Projects

UTM Timetable Redesign

UX Research & UX Design

Jan 2022 – Apr 2022

- Conceptualized a user-centric interactive prototype redesign for the UTM Timetable Planner website after identifying user pain points via user flow maps grounded in benchmark, guerilla, A/B testing and statistical analysis.
- Streamlined course selection process by decreasing the abundance of scrolling and white space, in turn, increasing the satisfaction rate by 42% and decreasing user's time taken by 26.3 seconds.

ACCESSORIES Digital Mobile Payment App

UX Research & UI/UX Design

Sep 2019 – Dec 2019

- Created a mobile payment app that alleviates existing user frustrations of face ID with masks by authorizing payments via personal accessories through user observational analysis, facilitating usability evaluation sessions, and iterating prototypes to exceed design and user requirements.
- Derived different design requirements discovered through usability analysis and user needs (based on basic needs, functionality, interface, and interaction) and implemented them in UI design systems and app prototypes.

Clubs and Extracurriculars

UTMSAM Events Associate

UTM Society for Algorithmic Modelling

Sep 2021 – Apr 2022

- Led the project management, planning, execution and hosting of 5+ events, each with over 150+ attendees.
- Provided effective and timely support to the executive team while actively contributing to building a productive and positive team environment.