

# NUSRATH IMTIAZ

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## ABOUT ME

I am a UX / UI designer with an aspiration to provide service, delight, and design solutions to people who need it most.

Strongly influenced by my years spent traveling the world since birth, my work reflects what I have learned from my time surrounded by a multitude of cultures and the various people I have come to know.

## EDUCATION

### SIMON FRASER UNIVERSITY

BSc in Interactive Arts and Technology with a concentration in Design  
2014 - 2020

Two time recipient of **Dean's Honour Roll**  
Awarded for GPA of 3.5 or higher

## COMPETENCIES

User Experience  
User Research  
User Testing  
Content Strategy  
Interface Design  
Product Strategy  
Prototyping  
Video Editing

## TOOLS

Adobe XD  
After Effects  
Figma  
HTML + CSS  
Illustrator  
InDesign  
Premiere Pro  
ProtoPie

## INTERESTS

 board games

 planning & lists

 baking

 escape rooms

 crosswords

 the MCU

 reading

 singing

## DESIGN EXPERIENCE

### MEDILOG SUMMER 2018

#### Vancouver UX Awards 2019 - Winner for Best UX by Students

A health support app which uses wearable technology and consolidated health data to keep distant caregivers informed of their elderly relatives' health status and wellbeing.

This project was created for a senior-level design course and was nominated in the Vancouver UX Awards 2019.

I conducted user research and tests to keep the project on track and focused on our audience's needs. My role also included translating low fidelity sketches and ideas into high fidelity mockups.

### TANGERINE MY RSP SPRING 2019

A new subsection of Tangerine's online banking service which allows customers to monitor and grow their retirement savings while taking care of present needs.

As part of a 4-week academic case study, I conducted online and user research to get an understanding of retirement products. Also designed the user interface, wrote copy, and edited product videos.

### THE ORDINARY WEBSITE REDESIGN SPRING 2019

Conducted user tests, brand and competitor analysis, and user research to redesign skincare brand The Ordinary's existing website in a 4-week academic case study.

## VOLUNTEER EXPERIENCE

### LEXICON SPRING 2018

Collaborated with The Greater Vancouver Food Bank to help solve existing workplace issues using design methodologies such as user interviews, journey maps, personas, and storyboards.

Designed a new website subsection, brochures, and posters to help recruit bilingual volunteers to foster member communication.