

NUSRATH IMTIAZ

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ABOUT ME

An innovative and inquisitive UX/UI designer with an aspiration to provide functional, clean, and delightful experiences.

Being a traveler since birth, I'm able to embrace and empathize with different perspectives and cultures while bringing a novel point of view to most design problems while advocating for those who are often unheard.

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

UX/UI Design
User Research
Usability Testing
Wireframing
Product Thinking
Atomic Design
Design Sprints
Copywriting
Prototyping

TOOLS

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

INTERESTS


board games


planning
& lists


baking


escape
rooms


crosswords


the MCU


reading


singing

WORK EXPERIENCE

MEMORYZ AUGUST 2020 - PRESENT

As a UX/UI Design Intern, I am volunteering with Memoryz, a company connecting caregivers with their loved ones through reminders and reports. My tasks include creating branding and graphic assets, beta testing, conducting usability tests, and using generated insights to redesign the application and website.

CASE STUDIES

MEDILOG SUMMER 2018

Vancouver UX Awards 2019 - Winner of 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.

Designed wireframes and converted them to high-fidelity mockups. Conducted user research to develop personas and journey maps to keep our project focused and on track. Confirmed biases and finalized design decisions through A/B testing, qualitative user interviews, and think-aloud testing.

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 build a thorough understanding of retirement products and our target demographic's goals. I 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. I developed a style guide and wireframes which I then developed into mockups.