





# SUPRIYA BHASIN

## USER EXPERIENCE DESIGNER

### CONTACT

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### SKILLS

**Prototyping Tools-** Figma, Adobe XD, Axure, Sketch

**UX Related-** Storyboarding, Persona, Prototyping, Research and User Testing

**Adobe Suite-** Illustrator, InDesign, Photoshop, After Effects, Premiere Pro

**Microsoft Suite-** Word, Powerpoint, Excel

**General-** Communication, Team Management, Problem Solving,

### EDUCATION

#### Simon Fraser University

**Bachelor of Arts in Interactive Arts and Technology, Minor in Digital and Print Publishing**

Sept 2018- Jun 2023

### CERTIFICATIONS

**Advance Skills in UX Design**

**UI Prototyping**

**UX Research Methods**

**Digital Marketing**

### PROFILE

UI/UX Designer with an interest in visual design. I focus on designing products that are effective and intuitive using my design knowledge and experience. I am experienced in working with teams at different stages of a design project and working for sprint goals to maximize productivity.

Seeking new and exciting opportunities to create impactful interfaces that are intuitive and drive meaningful interactions.

### WORK EXPERIENCE

#### Junior UI/UX Designer

SimplyAsk 2022-2023

- Designed dashboards and other front-office SaaS platform features from the wireframe stage to high-fidelity prototypes on Figma
- Collaborated with senior designers and web developers to communicate new innovative design ideas
- Performed user research to create different dashboards for the SimplyAsk SaaS Platform
- Prototyped and designed various pages on the company website to add better accessibility and information architecture.
- Designed other marketing material for the company's LinkedIn Ad campaigns and designed the company's presentation templates

#### Vice President of Design

FINSA 2022-2023

- Designed the branding and design guidelines for the organization
- Managed and supervised a team of 4 coordinators to distribute and organize design tasks
- Built art direction for different event marketing social media posts
- Designed various marketing materials and print graphics for social media posts and in-person events

#### User Research + Interaction Design

CooGo Rescue Organization 2021

- Conducted user research using interviews, surveys, and user testing to gather pain points and user issues
- Analyzed research findings and results to create user personas, user journeys and mind maps
- Proposed an interface design to ease out the post-adoption process for the users
- Sketched wireframes and designed medium-fidelity prototypes to propose to real-world clients