

SHAHID SHAFIQ

UI + UX + Web Designer

www.shahidshafiq.com

■ PROFESSIONAL PROFILE

UI/UX Designer with a broad skill set including wireframing, user testing, user analysis, task flows, story boarding, prototyping and best practice recommendations from a usability/user experience perspective. Prior to becoming a UX/Interaction Designer, worked as a web, print and brand designer. Also obtains strong knowledge of video production, photography and motion graphics.

■ ACHIEVEMENTS

- CEMA (Canadian Ethnic Media Award) Multimedia Award Winner.
- Produced hundreds of websites, print art and logos designs.
- Created Visual Effects for Presentations, Music Videos and Commercials.
- Provided branding and corporate identity solutions to many businesses. such as Centennial College Alumni Association, PCPI, Bell Canada New Ventures and Canadian Multicultural Hockey League.
- Worked on various projects for Giant Ventures, such as Rogers Centre, Bell, Coca Cola, Solo Mobile, Bell New Ventures, Toyota Scion and Pizza Pizza.
- Shot several music videos including 'Odds Are' for Bare-naked Ladies

■ SOFTWARE AND LANGUAGES

- Photoshop
- Adobe Illustration
- Adobe Muse html5
- Indesign
- Adobe Flash
- Google Analytics
- HTML/CSS
- VBA
- Basic PHP
- Basic MySQL
- Joomla
- Wordpress
- Concrete 5
- Drupal
- Cinema 4d / Maya 3D
- Adobe After Effects & Premiere
- Unix / Ubuntu / CentOS
- Webmin

■ SKILLS

- User-centered Design (UCD)
- Interaction Design
- Usability Testing
- Mobile UX
- Web Development
- Persona Creation
- Responsive Design
- UI Design
- Interactive Prototyping
- Wireframing
- Agile Practice in UX/Design
- Unix based Server setup and configuration for LAMP environment
- Product & Location Photography
- Flash Animation
- Motion Graphics

■ EXPERIENCE

SR. UI/UX WEB, MOBILE DESIGNER
EZVALU

January 2013 - Present • Toronto, ON

- Responsible for designing innovative experiences for media/imaging website for current and next generation mobile phones and tablets.
- Participated in marketing meeting with their clients and played a key role by sharing ideas and concepts.
- Created After Effects templates for their on-line interactive product.

UI/UX WEB, MOBILE & PRINT DESIGNER
Nusoft.NET Inc.

August 2008 - October 2012 • Toronto, ON

- Mobile apps and Marketing sites.
- Worked collaboratively with creative directors, business analysts and developers. Clients included Tim Hortons, PCPI, REIN, and Emirates.
- Provided sketches, wireframe documentation and site maps as per project requirements.

SR. PRODUCTION DESIGNER
The Creative Group

July 2007 - April 2008 • Toronto, ON

- Helped clients, such as Bell Canada, Solo, Citi Bank and RBC in producing marketing materials based on provided branding guidelines.
- Produced Web 2.0 style graphic elements.
- Generated brand strategies for Bell New Venture products.