

MAHEEN SOHAIL

www.maheensohail.com | 778.882.3835 | msohail@sfu.ca

ABOUT ME

I am an aspiring experience designer, always in search of new challenges! Being empathetic, curious and passionate about human centred design has allowed me to collaborate with designers, project managers, software engineers and other stakeholders, to create meaningful experiences. My versatile skills in Business, Technology and UX have enabled me to create innovative solutions and become an efficient problem solver. This can be demonstrated in my work for Electronic Arts, Aomata Tech and LET'S Charity.

EXPERIENCE

USER EXPERIENCE DESIGNER - MAY '15

Electronic Arts Sports

Conducted user tests, created wireframes, prototypes, personas, frameworks, experience maps, and more.

INTERFACE DESIGNER - MAR '15

AOMATA Tech

Worked on the interface design for a new app by adhering to the core principles of material design.

MENTOR - NOV '14

Seattle Design Charette

Mentored a team of 7 design students for the challenge. Aided them with design & urbanism concepts.

DESIGN EXECUTIVE - OCT '14

CaselT MIS Competition

Developed branding guidelines, print and promotional material for an international case competition.

SKILLS

USER EXPERIENCE

Interaction & Motion Design, Research & Evaluation, User testing, Rapid Prototyping, Personas, Information Architecture, Wireframing (High vs Low fidelity)

PROJECT MANAGEMENT

Time Management, Excellent Communication, Leadership & Public Speaking, Organization & Event Planning

EDUCATION

Currently in third year at Simon Fraser University

Bachelor of Arts in Interaction Design
School of Interactive Arts + Technology

Minor in Business

Beedie School of Business

PRESIDENT - MAY '14

Interactive Arts & Technology Student Union

As an elected representative of IATSU, I manage operations of a student union with over 750 members.

MULTIMEDIA COORDINATOR - JAN '14

AIESEC SFU

Interviewed global youth leaders & produced media content for AIESEC; worlds largest student run NGO.

CO-FOUNDER & VICE PRESIDENT - JUL '13

LET'S International Charitable Association

Built foundations of an international charity using technology to provide education in developing countries.

FREELANCE WORK - JAN '12

Canada & United States

Graphic and motion design projects for clients based in Toronto, Waterloo, Vancouver, Seattle & California.

GRAPHICS & VIDEO

Illustrator, Photoshop, InDesign, Axure, Keynote, Quartz Composer, Premiere Pro, After Effects

CODING

Familiar with HTML, CSS, Python, Java (SDK's: Arduino & Processing)

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RECENT PROJECTS

ELECTRONIC ARTS

User Experience Designer

Skills: UX Design, User Testing, Prototyping
Tools: Illustrator, Photoshop, QuartzComposer

As the sole UX Designer on my team, I introduced new processes and techniques, to help the team practice Lean UX upon EA products. I currently work on multiple products in different mediums, ranging from mobile to console. My responsibilities include, but are not limited to, researching, creating low and high-fidelity wireframes, aiding with mockups and motion design, leading all User Tests for the product, as well communicating with some major stakeholders involved in the process.

SHANGRI-LA RISE

User Experience and Project Management

Skills: Management, Motion Design, Videography
Tools: Photoshop, Illustrator, After Effects, Axure

Project Link: www.maheensohail.com/shangri-la-rise/

Managed a 5 person team for 4 weeks, to prototype an experience design project for Shangri-La. Our analysis made evident that Shangri-La was lagging behind in the technology sector. So we proposed an application that can enhance room customizations for their customers and increase the rate of return. Developed a digital prototype with a focus on UX/UI. Effectively communicated decisions made through information models, infographics, wireframes & videos.

MEC FIT ASSISTANT

User Experience and Project Management

Skills: Interaction & Motion Design, Videography
Tools: Photoshop, Illustrator, Premiere Pro, Axure

Project Link: www.maheensohail.com/mec-fit/

Managed a team of 6 members for 5 weeks to prototype an experience design project for MEC. We noticed a sector wide problem for online shoppers which was resulting in high shipping costs for MEC. Our proposed Fit Assistant records accurate measurements and recommends a perfect size. Our service being an extension of the current MEC application, allowed us in adding improvements to the existing interface. Great details in the UX/UI are clearly communicated through our mockups, wireframes, presentation and video.

VOLUNTEER WORK

SIAT - 48 Hour Film Challenge

Founder, Organizer and Event Manager

Canadian Association of Student Advisory

Documentary Producer and Editor

Waterloo Region District School Board

Documentary Producer and Editor

TEDxSFU

Marketing Ambassador

AWARDS

British Columbia Technology Impact Award - 2013

Winner of the BCTIA Video Challenge

Doreen Weis Memorial Award - 2013

Awarded for exceptional leadership contributions

Woman of the Year - Oktoberfest & Rogers - 2012

Nominee for the KW Oktoberfest Awards

City of Waterloo Millenium Award - 2012

Recognized by city Mayor for over 2,500 volunteer hours