

Raza Hassan

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TECHNICAL SKILLS

Market & User Insights:: Competitive Audits, User Research, Personas, Prototyping, Iconography, A/B Testing

Software: Figma, Axure, Sketch, Framer, Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat)

Web: HTML/CSS, Javascript, Markup, Social Media Design

Design: Visual Hierarchy, Typography, Color Theory, Interaction Design Principles, Accessibility

EDUCATION

Simon Fraser University

Oct 2022

Bachelor of Arts - Interactive Arts and Technology, Concentration Media Arts and Design

CERTIFICATION

Google Career Certificates

Apr 2023

Google UX Design Professional

University of British Columbia

Feb 2025

AI Development of Interactive Experiences Certificate

- AI and Cloud Strategy: Fundamentals
- AI Strategy: Interactive Experiences

EXPERIENCE

Visual Designer Developer

Feb 2024 – Feb 2025

Ridge Meadows Chamber of Commerce

Ridge Meadows, BC

- Revamped government information portal, reducing bounce rate by 40% and doubling retention.
- Partnered with the director to define reconfiguration goals, reinforcing brand identity and increasing user engagement.
- Designed digital collateral for events, boosting attendance by 30% through compelling visuals and strategic communication.

UX Designer and Graphic Designer

Feb 2023 – Nov 2024

Cybersnake X

Vancouver, BC

- Designed intuitive UI elements for a VR dungeon shooter, enhancing in-game clarity and reducing reported player confusion by 60%.
- Designed 34 unique gameplay weapon and power up assets with animations
- Iterated on UX design based on developer feedback, ensuring accessibility and seamless gaming experience.

Lead UX Designer

Jan 2021 – Apr 2021

Backstag3

Vancouver, BC

- Defined and implemented the product's UX framework, streamlining user interactions, leading to key development milestones.
- Led user behavioral research efforts (competitive audits, surveys, interviews), identifying key market opportunities.
- Reconfigured and developed the product website using Framer, increasing web traffic by 45%.

UX Designer & UX Researcher

Apr 2022 – Dec 2022

Vancouver Tool Library

Vancouver, BC

- Led a 5-person team in redesigning the website to meet modern UX standards, improving navigation and accessibility.
- Conducted comprehensive user research (journey maps, personas, interviews, storyboards), yielding actionable insights for the client.
- Designed and prototyped a kiosk app for self-service, reducing checkout times by 50% and improving tool circulation.