

duaa zaheer.

ux + product designer

duaa.design

duaa0320@gmail.com

toronto, canada

Inspired by community and culture, I strive to design experiences that empower people. My personal narratives have inspired my passion to design with inclusivity and empathy.

experience.

Product Design Intern – Facebook

June 2020–August 2020

Designed, prototyped and shipped 2 high-priority learn tests to increase growth and engagement in India. Built a content framework to teach new users how to do core jobs on Facebook (~420K users). Implemented audio assistance in Facebook Lite to aid in account creation (+250K MAU in a year).

Junior Designer – Sheridan Student Union

Sept 2018–April 2020

Amplifying the Sheridan Student Union's brand voice and mission statement through visual and graphic design, I designed digital and print marketing assets, such as posters, TV ads and social media graphics for over 80 events and initiatives.

Product Design Intern – Microsoft

May 2019–August 2019

Led the UX/UI design for an accessible and inclusive learning tool as the sole designer on a team of 6 developers and one PM. Validated findings by conducting usability testing with 30+ participants. Presented to senior executives at Microsoft.

education.

Bachelor of Interaction Design – Sheridan College

Sept 2016– Dec 2020

GPA: 3.8

skills.

Design

UX/UI Design

Visual Design

User Research

Product Thinking

Prototyping

Software

Figma

Sketch

Protopie

Principle

Adobe CC

Technical

HTML

CSS

JavaScript

SQL

PHP