

Selim Aziz

MBA / MDes / BUP

Experience Designer / Researcher / Systems Thinker

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Portfolio: selimazizdesign.com

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PROFESSIONAL SUMMARY

Award-winning visual designer with interdisciplinary experience across business, urban planning, and design. Currently focused on UI/UX and service design to create intuitive, impactful experiences, with a long-term goal of leading cross-functional teams in creative product and service innovation.

WORK EXPERIENCE

Adjunct Instructor

University of Cincinnati College of DAAP (2023 – 2024)

Taught Blender and 3D design at the #1 public design school. Guided students in building creative and technical confidence through hands-on projects.

Visual Communication Designer

HDR.Inc (2017 – 2019)

Produced marketing communication and visualization assets for transit and architecture projects. Helped win major clients like DART, TXDOT, and ODOT.

Visual Communication Designer

Solera Holdings (2014 – 2016)

Directed visual branding across platforms and channels. Collaborated with cross-functional creative teams to ensure cohesion.

EDUCATION

University of Cincinnati Lindner College of Business

Master of Business Administration (2024 – 2025)

Led MBA capstone for KZF Design with a strategic hiring roadmap. Used The Big Picture Framework to strengthen Starbucks' marketing.

Google UX Design Certification

Google (2025)

Emphasis on HCI, design thinking, user research, wireframes, prototyping. Projects: Cup & Cone & AfterSchool app.

University of Cincinnati College of Design Architecture Art & Planning

Master of Design (2020 – 2022)

Focus Areas: Human-Centered Design, Service Design, Interaction Design, Strategic Design Thinking, Translational Research.

FZD School of Design

Industrial & Entertainment Design (2013 – 2014)

Concept art specialization; RIOT Games project featured in Kotaku.

University of Cincinnati College of Design Architecture Art & Planning

Bachelors of Urban Planning (2007 – 2011)

Capstone: Redevelopment of Gulshan, Dhaka, Bangladesh

SKILLS

Design & Innovation:

Service Design, UX/UI, Interaction Design, Human-Centered Design, Design Systems, Strategic Design

Research & Analysis:

User Research, Usability Testing, Journey Mapping, Personas, Service Blueprints, Ethnography, Competitive & Data Analysis

Business & Strategic Skills:

Cross-Functional Collaboration, Strategic Thinking, Project Management, Marketing Strategy, Risk Management

Digital Tools:

Figma, Webflow, Blender, Adobe CC, SketchUp, Miro

AWARDS

MDes GSA President (2021)

Erwin S. & Rose F. Wolfson Fellowship (2020)

RIOT Games Artist feature Kotaku Gaming Magazine (2014)

ULI Hines Competition – Honorable Mention (2012)

Liberation War Museum

Competition, Dhaka – Honorable Mention (2010)