Khadija Bari

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EDUCATION

York University, Bachelor of Design (Specialized Honours)   SEP 2019 — JUN 2023 (EXPECTED)

EXPERIENCES

Lead Product Designer, 2023 Design Grad Show   JAN 2023 — PRESENT | TORONTO.ON

- Entrusted to co-lead and collaborate with a team of students to manage, design, and develop the official website of the grad show
- Collecting and deploying 200+ project case studies, student profiles, and other relevant data to successfully launch within 2 months

Design and Multimedia Assistant, York University   MAY 2021 — PRESENT | TORONTO.ON

- Consulting with dozens of faculty clients monthly to design and launch their eLearning platforms catered to 1000+ students per term
- Assisted a film crew with production, sound, and graphic design to produce a film series on-site tailored to an audience of 10,000+

Product Design Manager, Opal, llc   SEP 2021 — JUN 2022 | REMOTE

SOCIAL MEDIA / NFT START—UP (PRE—SEED)

- Enhance team productivity and progress by assigning and overseeing the weekly duties and design implementation of 8 designers
- Generate efficient team workflows by onboarding 10 incoming designers onto the team based on goals, experiences, and interests
- Critique and approve 100+ user flows and web designs to ensure feasibility and alignment with business objectives for dev hand-off

Founding Product Designer, Opal, llc   MAY 2021 — JUN 2022 | REMOTE

- Increased workflow efficiency by 85% by establishing a UI design system to scale consistency in UI and UX across the web product
- Designed 50+ hi-fidelity web designs by executing research, user flows, wireframes, and user testing to hand-off for an MVP launch
- Iterated on designs for a beta release by analyzing user testing results and making improvements that align with business goals
- Leading brand development across a team of 10 members by mapping out strategies to scale branding for web and marketing

Founding Designer & Design Lead, Up Pay   APR — SEP 2020 | REMOTE

FIN—TECH START—UP (PRE—SEED)

- Streamlined consistent visual language across the product and its marketing by establishing a brand identity and brand guidelines
- Designed and shipped 20+ web and mobile screens for the product website and collaborated with an engineer for hand-off
- Collaborated with marketing to design and publish a 30-page digital catalogue on the business' objectives for prospective partners

Graphic and Web Designer, 411 Local Search Corp.   FEB — JUN 2018 | TORONTO.ON

MARKETING AND ADVERTISING COMPANY

- Produced internal marketing campaigns weekly over 2 months by designing and executing infographics tailored to 100+ employees
- Generated designs for Google Ads campaigns over 2 weeks and collaborated with marketing to determine ad copywriting
- Improved the company's website interface and UX writing over 3 months by following a company style guide and strategizing for SEO

EXTRA—CURRICULARS

Design Hacker, Hack The North   SEP 2022 | WATERLOO.ON

Editorial Designer, Artichoke Magazine   JUL 2021 — PRESENT | TORONTO.ON

Design Mentor, York University's Design Student Association   OCT 2020 — PRESENT | TORONTO.ON

SKILLS

Design	UI/UX & visual design, user research & testing, user flows, wireframing, prototyping, hand-off, design systems
Tools	Figma, Sketch, Miro, Adobe Illustrator, InDesign, Photoshop
Technical	HTML, CSS, JavaScript

ACHIEVEMENTS

MLH Winner: Best Use of NLP with Cohere, Hack The 6ix   2022

DesignThinkers Shopify Scholarship, Registered Graphic Designers / Shopify   2021

1st Place: App Design Competition, Apple Canada / Future Design School   2019