




# TALHA KHAN

DIGITAL MEDIA STRATEGIST

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## PROFILE

Creative and detail-oriented UX/UI designer and digital media creator with experience in wireframing, prototyping, videography, and social media management. Skilled in variety of tools, with a passion for designing intuitive user experiences and creating engaging digital content. Interested in emerging technologies such as AR/VR and innovative digital storytelling.

## AREAS OF EXPERTISE

### RESEARCH

- Persona development
- Heuristic evaluation
- Competitive/comparative analysis
- Information architecture
- Usability testing and analysis
- Journey & workflow mapping
- User testing
- Optimal workshop
- Google Analytics

### DESIGN & PROTOTYPING

- Sketch
- Figma
- Webflow
- Framer
- Axure RP
- InVision
- Adobe Creative Cloud
- Canva
- XMPie Circle
- Unreal Engine
- Unity
- FL Studio
- Whiteboarding (digital/physical)

## EDUCATION

### UNIVERSITY OF HOUSTON

Cullen College of Engineering 2025  
Bachelors of Science  
Major: Digital Media  
Minor: Technology Leadership and Innovation Management

## EXPERIENCE

2026 Jan

### WAHID APPAREL UX/UI PROTOTYPE

Conceptualized and designed a comprehensive mobile commerce interface for a fashion brand. Built a centralized account management system allowing users to track order history and manage personal profiles. Structured a vertical browsing experience with horizontal carousels for product categories including Best Sellers and Accessories. Developed a streamlined secure checkout flow with integrated price breakdown and quantity adjustment tools.

2025 Dec

### T&T MUSIC UX WEBSITE

Established a brand identity for a music production partnership, including custom logo design and typography. Executed a high-contrast visual style using neon gradients against a dark atmosphere to reflect modern music culture. Designed a service-oriented layout to showcase core offerings: beat production, mixing, mastering, and recording studio access.

2025 Aug

### EA SPORTS FC 27 UX DESIGN

Designed a modern, minimal main menu hub for an immersive gaming experience using Figma and Adobe CC. Developed a high-fidelity interactive prototype featuring a custom green and dark-grey color palette to align with professional gaming aesthetics. Architected a "Quick Match" interaction pathway that surfaced recently used teams, significantly decreasing the time from launch to gameplay. Integrated a dynamic live-content layer to highlight community events and news updates without compromising core navigation.

2025 March

### DISCORD UX/UI REDESIGN

Optimized end-to-end UX flows for mobile and web platforms to improve overall usability and interface simplicity. Conducted a UI audit to identify and remove non-functional elements to reduce visual clutter. Enhanced accessibility by redesigning the chat interface. Improved navigation efficiency by integrating the friends list into the primary Navigation Bar, reducing user friction from multiple clicks to a single press.

2025 April

### ENDLESS MOVIE STORYBOARD

Conceptualized the visual narrative and suspenseful atmosphere for a psychological thriller production. Authored detailed panel descriptions including camera movements, lighting notes (high intensity/contrast), and establishing shots.

2024 Nov

### VR DORM TOUR

Developed a realistic virtual reality tour using Unreal Engine and Matterport to allow remote exploration of student housing. Modeled 3D room layouts, furniture placement, and lighting setups to match real-world environments with high fidelity. Implemented interactive elements for the Oculus Quest, enabling users to navigate between kitchens, living areas, and bedrooms seamlessly. Addressed technical challenges including motion sickness mitigation and hardware optimization for a smoother user experience.

2024 July

### MILE HIGH EXOTIC MOTORS

Designed a luxury brand identity campaign focused on high-end performance and exclusivity. Created a bold color palette and typography system to build brand trust and prestige among performance enthusiasts.

2024 April

### GUILT FREE SWEETS MARKETING & BRANDING

Developed a comprehensive visual identity and social media strategy for a local bakery focused on health-conscious options. Created data-driven user personas to identify key customer needs such as allergy-friendly menus and "to-go" ordering. Designed and managed a multi-platform content calendar for Instagram, TikTok, and other social media platforms, featuring custom promotional graphics and reels.