

Muskaan Mathur

UX Designer

About

Skills

Experience

September 2022 – PRESENT
FULL-TIME

September 2021 – 2022
CONTRACT-BASED

September 2021 – PRESENT
WHENEVER NEEDED

*** I have legal authorization to work in the UK.**

Vancouver, Canada

+1 (778) 960 9270

Portfolio: <https://muskaanmathur.com/>

Email: muskaan.mathur@gmail.com

LinkedIn: <https://www.linkedin.com/in/muskaan-mathur/>

As a designer who thrives in both independent and team environments, I bring a unique blend of empathy and technical skills to the table. My passion for continuous learning and growth drives me to find ways to improve my craft and constantly seek out new challenges. My curious nature and diverse background equip me to tackle any design problem with a fresh perspective.

Ideation | Usability testing | Prioritization | Prototyping | UI Design | User Flows | Organizing insight | Qualitative Research | Ownership | Resilience | Collaboration | Communication

Fobi AI / Junior Graphic Designer

- Elevated our website experience to drive client acquisition by redesigning the UI/UX of the company website and its subsidiary brands.
- Produced design assets for various platforms, including sales demos and decks, to captivate target audiences. Constantly seeking new, innovative methods to present data and make a lasting impression.
- Created vital assets for the primary social media channel.
- Contributed support to the team in executing various campaigns and projects, demonstrating flexibility and a team-first mentality.

Freelancer / Graphic Design and Social Media Marketing

- Collaborated with clients to design brand identities, packaging, and marketing materials and completed various Photoshop tasks to create visually appealing designs.
- Built strong client relationships by taking a customer-centric approach and delivering a tailored design solution to drive their business.

Great Ocean Tours & Travels Ltd. / Graphic Design Consultant

- Designed a new brand identity that was visually stunning and memorable. The rebranding elevated the company's image to align with its values.
- Provided suggestions to improve the brand image to increase customer acquisition based on user research and an understanding of the company's vision.

May 2021 – August 2021

Launch Academy / Digital Marketing Intern

- Managed and maintained Launch's website for optimal user experience and ensured members had easy access to all the materials they needed.
- Demonstrated innovation by improving company processes, such as creating a new handout to streamline onboarding for new members.

Education

September 2020 – March 2023

Toronto Film School / Diploma Graphic Design & Interactive Media

September 2017 – May 2022

University of British Columbia / BA Visual Arts & Art History

Training Courses

February 2022 – 2023

UX Design Institute / Associate's Degree in UX Design

Achievements

April 7–10, 2022

UX Design Hackathon – Remote, North America

- Participated in a UX Hackathon hosted by the University of California, Santa Barbara where I collaborated virtually with two other students to work on a provided prompt. Our design solution won first place out of 30 teams, showcasing my ability to think creatively and strategically to solve complex problems.

August 2021

Adobe Young Thug Jacket Design Competition

- Final design was voted into the Top 25 out of over 1000+ entries worldwide for a graphic design competition hosted by Adobe in November 2021.

Software skills

Figma | Adobe Xd – **High**
Adobe Creative Suite – **High**
Useberry – **Intermediate**
Miro – **High**
HTML5 and CSS3 – **Basic**

Trello – **Intermediate**
Jira – **Basic**
Confluence – **Basic**
Hubspot – **Intermediate**

Language

English – **Native** Hindi – **Fluent**