

# GULAY SYEDA

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## Education

### M.Des. in Inclusive Design

OCAD University

Sept '22 – Jun '24

**Final Year Project:** Designing Assistive Communication Systems with Individuals with Cerebral Palsy.

### B.A. in Communication & Design

Habib University

Sept '15 – Jun '19

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## Employment History

### Graphic Designer

Fully Promoted South Etobicoke

Aug '23 – Present

- Designed more than 15 visual assets aligned with client branding requirements.
- Facilitated clearer dialogue leading to a significant decrease in unnecessary revisions and faster approval timelines throughout each project phase.

### Inclusive Design Intern

Intact

Jan '23 - Apr '23

- Analyzed 4 pioneering design systems, documenting accessibility and inclusive design practices.
- Defined and presented a set of best practices for Intact's design system, establishing clear responsibilities for each role and their respective tools/checklists.
- Led an inclusive workshop for 80 participants, presenting insights on co-design principles and methodologies.

### Freelance UX/UI Designer

Habib University

Aug '21 - Dec '21

- Redesigned the university's admissions end-to-end UX/UI for mobile and web platforms, resulting in a 14% increase in website engagement.
- Conducted user research with stakeholders and current students as well as competitive audits of 3 Liberal Arts universities.

### Product Designer

Habib Bank Limited (HBL) - Largest Bank in Pakistan

Nov '19 - Jul '21

- Created designs 30+ app features, such as Mobile Top Up and Digital Cashback.
- Ensured timely handling of 20 customer complaints and queries by routing them to appropriate cross-functional teams and following up on issues, such as sign-up problems.

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## Skills

**Design:** User Experience (UX) Design, User Interface (UI) Design, Information Architecture, User Research, Usability Testing, Wireframes, Visual Design, Prototyping, Inclusive Design, WCAG, Mobile Responsive Design, Basic Understanding of HTML 5, and CSS 3.

**Tools:** Figma, Adobe Suite (Illustrator, Photoshop, Premiere Pro, InDesign, After Effects), Miro, JIRA.