

# GULAY SYEDA

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## Education

<b>M.Des. in Inclusive Design</b> OCAD University	Sept '22 – Jun '24
<b>B.A. in Communication &amp; Design</b> Habib University	Sept '15 – Jun '19

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## Employment History

<b>Graphic Designer</b> Fully Promoted South Etobicoke	Aug '23 – Present
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- Create brand-specific visuals and product mockups for customized apparel and promotional items.
- Produce a range of printed marketing materials, including brochures, banners, and business cards.

<b>Inclusive Design Intern</b> Intact	Jan '23 - Apr '23
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- Analyzed design systems of leading tech companies, extracting insights on accessibility and inclusion strategies.
- Recommended inclusive best practices for Intact's design system, outlining roles, responsibilities, and testing tools.
- Facilitated an inclusive workshop for 80 participants, sharing insights on co-design principles and methodologies to promote the development of more accessible products.

<b>Freelance UX/UI Designer</b> Habib University	Aug '21 - Dec '21
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- Redesigned the university's admissions end-to-end UX/UI for mobile and web platforms.
- Conducted user research and competitive audits, resulting in a 14% increase in website engagement.

<b>Product Designer</b> Habib Bank Limited (HBL) - Largest Bank in Pakistan	Nov '19 - Jul '21
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- Designed low and high-fidelity prototypes and mockups for 30+ app features, such as Mobile Top Up and Digital Cashback.
- Ensured timely handling of customer complaints and queries by routing them to appropriate departments and following up on issues, such as sign-up problems.

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## Volunteer Work

<b>Communication Assistant</b> Blissymbolics Communication Institute Canada (BCIC)	Aug '23 - Present
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- Provide support with computers, iPads, and an assistive communication system used by a woman in her 60s who has cerebral palsy.

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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, Mockup Design.

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

**Web & Mobile Design:** Mobile Responsive Design, Web Design, Basic Understanding of HTML & CSS.