

RESUME

APPLICANT NAME: SHIMAMA ZAINAB
ROLE OF INTEREST: GRAPHIC DESIGNER
DATE: JULY, 2023

LINKED IN: WWW.LINKEDIN.COM/IN/SHIMAMAZAINAB

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WORK EXPERIENCE

NOV 2021 - JAN 2022 | 2 MONTHS | FREELANCE

Senior Graphic Designer

Client: Mountainor Wellbeing

Work Type: Collaboration

Collaborated With: Beyond Ads

Duties Performed:

- Worked on the company's brand representation to create an online store presence on Amazon India by making designing creatives and videos
- Led a team of two - Graphic Designer and Content writer, to help the company maintain their social media presence by producing static and Reel visuals through creative direction

JUN 2021 - JUL 2021 | 1 MONTH | FREELANCE

UI Designer

Client: Pastels Salon

Work Type: Collaboration

Collaborated With: Madi Things & Razor Corp

Duties Performed:

- Jointly worked with this project's Creative Designer(Madi Things) to create the UI concept of the Salon's website. This involved designing the site's webpages(those assigned to me) and adapting them to mobile format.
- Additionally, designed the UI/UX of the company's shopping page and managed to finalize the design in one stage without any requirement of changes.

MAR 2020 - JAN 2021 | 10 MONTHS | FULL-TIME

Graphic Designer

Organization: Boring Commerce

Organization Type: Digital Ad Agency

Duties Performed:

- Assisted the core team with drafting style guides, making moodboards, doing design audits and creating branding identity for the company's onboarding/potential clients, and for any business proposals
- Presided over meetings - as a design team representative of the company - while taking client interviews to understand their expected business direction, & documented the objectives to translate to their visual identity when designing their marketing materials/campaigns.
- Collaborated and worked with the assigned cross-disciplinary internal team on conceptualizing, creating and presenting marketing creatives for 15+ brands that increased the clients' customer conversion rate on their social media and website shopping platforms by 15-30%

JUL 2018 - SEPT 2019 | 1 YEAR, 2 MONTHS | FULL TIME

Customer Service Associate

Organization: Amazon

Duties Performed:

- Supported customers via the company's chat service on their website and app
- Advocated and reported the customer issues faced during important sale periods by reporting issues in the App or website, as communicated by the customers
- Volunteered to provide help for a Machine learning program to gather data input for Alexa(AI) by annotating voice recordings
- Assisted in assessing the company's customer service quality via third-party services, by mining and recording service attributes of their customer chats

Recognitions:

Customer Obsession Award for March, 2019

RECENT PROJECTS (06)

06 | Typeface Design: Gates (Serif Typeface)

JAN 2023 | TOOLS: ILLUSTRATOR & FONTFORGE | PERSONAL PROJECT

05 | App Design: We Adulting (Ongoing Project...)

JUN 2022 - Present | TOOLS: FIGMA & ILLUSTRATOR | PASSION PROJECT

04 | UI/UX & Branding: Zelda's Flowers

NOV 2021-DEC 2021 | TOOLS: PHOTOSHOP, FIGMA & ILLUSTRATOR | PERSONAL PROJECT

03 | Marketing Design: Mountainor Wellbeing

NOV 2021-JAN 2022 | TOOLS: CANVA, PHOTOSHOP | PAID, FREELANCE SERVICE

02 | Logo Design: Insole 3D

APR 2021 | TOOLS: ILLUSTRATOR | PAID, FREELANCE PROJECT

01 | UI/UX: Pastels Salon, Dubai

JUN 2021 | TOOLS: PHOTOSHOP | PAID, FREELANCE PROJECT

LANGUAGE FLUENCY (LOW/MEDIUM/HIGH)

English | High • Hindi | High • Urdu | Medium

HOBBIES

Reading Gardening

Period Dramas & Sitcoms Sketching

Fashion Writing Travelling

EDUCATION

Muffakham Jah College Of Engineering And Technology

2014 - 2019 | MEDIUM OF INSTRUCTION: ENGLISH

Affiliation: Osmania University

Degree Conferred: Bachelor Of Engineering

Major Subject: Computer Science Engineering

Sri Chaitanya Junior Kalasala

2012 - 2014 | MEDIUM OF INSTRUCTION: ENGLISH

Board: Board Of Intermediate Education

Degree Conferred: Diploma

Major Subjects: Maths, Physics And Chemistry

St: Ann's Girl's High School

1999 - 2012 | MEDIUM OF INSTRUCTION: ENGLISH

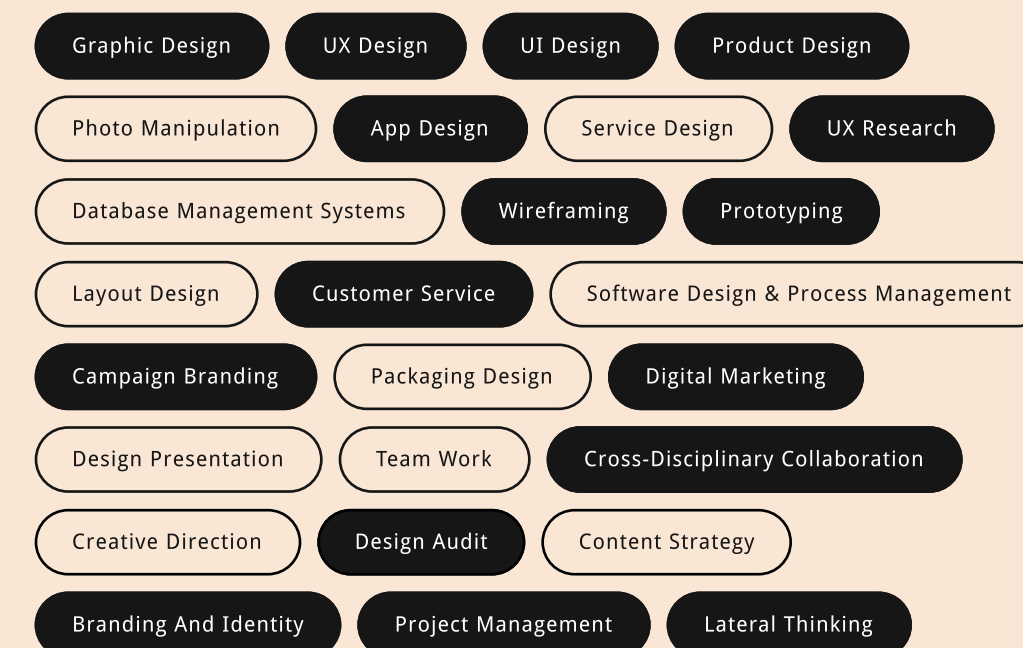
Board: Secondary School Certificate

Degree Conferred: Diploma

SOFTWARE/TOOLS



SKILLS & EXPERTISE



RESEARCH/LEARNING/AREAS OF INTEREST

Subjects Of Research Interest:

Cognitive Science • Neurodivergent Inclusivity • Interaction Design • Contemporary Design Issues • HCI • Accessibility

Currently Active Learning Interests:

- Conduct research on multiple aspects of products and experiences.
- Advocate research findings to diverse audiences through written reports and in-person presentations.
- Collect and analyse user behaviour through lab studies, field visits, ethnography, surveys, benchmark studies, server logs, and online experiments (A/B testing).
- Work with Designers, Product Managers, Engineers, and other UXRs to prioritize research opportunities in a fast-paced, rapidly changing environment we live in today.
- Understand and incorporate technical and business requirements into research.
- Get a deeper understanding of human empathy and it's applications in designing User Experiences.
- Do a variety of projects from different domains (like Mobile/Web Apps, Software Solutions, Hospitality, Film Making, Merchandise, Video Editing, Media Production, Marketing, Publishing and Print) via project-based learning under the guidance of the faculty.