

Zaheen Sandhu

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Multidisciplinary Designer

Education

OCAD University, Toronto, Canada — Master of Design, Digital Futures, 2022-2024

Pearl Academy, New Delhi, India — Bachelor of Arts, Communication Design, 2016-2020

Experience

Deck Designer (Freelance) - Picarro (July 2024 - October 2024)

- Collaborated with the HR team to design a comprehensive new hire orientation deck, ensuring the content was visually engaging and aligned with the company's brand guidelines.
- Streamlined the layout and structure of the presentation, creating a cohesive and modern design that improved readability and user experience.
- Enhanced visual storytelling by balancing text and imagery, creating a clear narrative flow throughout the presentation.
- Transformed existing content by incorporating visually appealing elements such as icons, and graphics to enhance engagement and retention.

Interaction/Graphic Designer (Freelance) - QeeWee Inc. (June 2021 - January 2023)

- User Interface and Experience Design for QeeWee's website and mobile application.
- Created low-fidelity wireframe prototypes.
- Oversaw the visual design and translated the brand identity into QeeWee's collaterals and product.
- Assisted in carrying out on-going user research.

Communication Designer - Kwazi Design (April 2022 - July 2022)

- Designed the user interface of mobile webpages for various brands and assisted in the initial user experience research for projects.
- Responsible for re-designing and visualization of the Kwazi Design website.
- In charge of the UX copy writing content and visual identity for particular brands.
- Worked on other various internal projects.

Design Intern - AM Branding Co. (March 2019 - April 2019)

- Designed and contributed to the social media strategy of various fashion brands.
- Planned and executed a book that showcased products from a furniture brand.

Graphic Design Intern - Bhartiya Design Company (April 2018 - May 2018)

- Re-designed the company logo and created various motion graphics.
- Worked on Branding and Logo Design projects.

Academic Work

Thesis Project - 2024 (Digital Futures Thesis)

This thesis project explores the ways in which an immersive experience along with data physicalization techniques can be employed to convey the scale and impact of surveillance in urban spaces. Reflections Unveiled invites visitors to engage with aspects of visible and invisible forms of surveillance, through elements such as distortion and layering depicted by using mirrors in the immersive space while uncovering how they are viewed through those surveillance systems.

Keeping A Track - 2020 (Graduation Design Project)

Designed an interactive web experience that displayed my personal data gathered through Facebook's invisible form of surveillance (Off-Facebook Activity Tool) and translated it into a visible form of Data Visualizations.

Dash, User Experience Design - 2018 (Student Project)

Designed a mobile application, Dash, to give creative professionals and students access to reliable and relevant 'textual' content pertaining to their fields; for recreation, research purposes and staying plugged-in.

Skillset

UI/UX Design: User Research, Design Research, User Persona, Rapid Prototyping, Wireframing

Visual Design: Branding, Typography, Graphic Design, Information Design, Data Visualization, 3D Design

Tools: Adobe CC, Figma, Miro, p5.js, Arduino, TouchDesigner, Sonic Pi

Language: English

Awards

OCAD University: 2023

Graduate Studies First Year Award