

# Zaheen Sandhu

## Multidisciplinary Designer

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### EDUCATION

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**Master of Design, Digital Futures** · OCAD University 2022-2024 | Toronto, Canada

**Thesis:** Reflections Unveiled — an immersive spatial installation using data physicalization, mirror-based distortion, and spatial interaction to visualise urban surveillance at scale. Exhibited at OCAD Graduate Studies 2024.

**Award:** Graduate Studies First Year Award, 2023.

**Bachelor of Arts, Communication Design** · Pearl Academy 2016 – 2020 | New Delhi, India

### EXPERIENCE

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**Website Designer (Contract)** · [Visicom Systems LLP](#) Aug 2025 - Oct 2025 | Remote

- Designed and developed the company website on Wix Studio, creating a modern, professional digital presence.
- Translated client requirements into structured layouts, clear information hierarchy, and intuitive user journeys.
- Managed the end-to-end lifecycle, from initial wireframing to final deployment.
- Integrated interactive elements and micro-interactions to enhance user engagement.

**Visual & Deck Designer (Contract)** · Picarro Inc. July 2024 - Oct 2024 | Toronto, Canada

- Redesigned onboarding and HR materials for a 500-person organisation, collaborating with HR, Marketing, and Leadership — resulting in orientation time cut from 2 days to 1 day.
- Applied visual storytelling, information design, and brand consistency principles to revamp the Sales team's core orientation deck, now used company-wide.
- Designed comprehensive branded collateral including decks, templates, and training materials used to onboard the incoming HR Manager.

**UI/UX & Graphic Designer (Contract)** · QeeWee Inc. Aug 2022 - Jan 2023 | Remote

- Led UI/UX design for the mobile app and website, producing 30+ wireframes and hi-fi Figma prototypes (onboarding, payments, landing pages).
- Collaborated with founders and developers to launch the MVP, achieving 250+ downloads with strong usability feedback.
- Established brand guidelines across product and marketing collaterals to ensure visual consistency.
- Contributed to GTM strategy by designing high-performing graphics for Instagram, LinkedIn, and paid campaigns.

**Communication Designer** · Kwazi Design Apr 2022 - Jul 2022 | New Delhi, India

- Redesigned the studio website with interactive transitions, increasing average site time from 40 to 60 seconds.
- Developed brand identity systems, logos, presentations, and pitch decks for 5+ client brands.
- Owned the UX copywriting and visual identity for assigned client projects.
- Created diverse creative assets, including social media graphics, print collateral, and packaging.

### SKILLS

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**UI/UX & Interactive:** Wireframing, Rapid Prototyping, User Research, Figma, p5.js, TouchDesigner, Arduino

**Visual & Communication Design:** Visual Identity Systems, Typography, Layout Design, Creative Storytelling, Information Design, 3D Design, Motion Graphics

**Digital & Marketing:** Social Media Graphics, Digital Banners, Landing Pages, Website Assets

**Tools:** Adobe CC (Illustrator, Photoshop, InDesign, After Effects, Dimension, XD), Figma, Miro, ElevenLabs