Zaheen Sandhu

New Delhi, India ● sandhuzaheen@gmail.com ● LinkedIn ● zaheensandhu.com

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

Assistant Stage Manager - Volunteer | Nuit Blanche 2025   Toronto | Oct 2025

- Supported technical teams to maintain communication, timing accuracy, and overall show quality in a large-scale public event setting during an intensive 15-hour on-foot shift.
- Oversaw crowd management near the stage, directing visitor flow, preventing overcrowding, and maintaining a safe, accessible environment.
- Served as a frontline communicator, welcoming visitors, explaining the project's concept, and guiding them on how to interact and engage meaningfully.

Visual & Deck Designer (Contract) | Picarro Inc.   Toronto | Jul 2024 - Oct 2024

- Collaborated with multiple departments (HR, Marketing, Leadership) to design comprehensive onboarding decks and branded HR materials used to train new employees including the new HR Manager.
- Reduced orientation sessions from 2 days — 1 day, creating a more efficient and engaging onboarding experience.
- Applied principles of visual storytelling, information design, and brand consistency to revamp an existing orientation deck now used by Sales team at Picarro.

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

- Led UI/UX design for QeeWee's mobile app and website, producing 30+ wireframes and hi-fi prototypes including onboarding flows, payment gateway, and landing pages created on Figma.
- Collaborated closely with the founding team and developers to brainstorm, design, and refine the entire user-flow and wireframes; MVP launched to 250+ downloads with strong usability feedback.
- Established brand guidelines across mobile app, website, and marketing collaterals, ensuring consistency in typography, color, and visual language.
- Simultaneously contributed to the GTM strategy while wireframing the app, creating social media graphics for Instagram, LinkedIn and paid campaigns to support growth initiatives.

Communication Designer | Kwazi Design   New Delhi | Apr 2022 - Jul 2022

- Led the redesign of the Kwazi Design studio website, improving engagement with interactive transitions and project showcases increasing average site time per user from 40 seconds to 60 seconds.
- Designed brand identity systems and marketing visuals (logos, presentations, pitch decks) for 5+ client brands.
- In charge of the UX copy writing content and visual identity for particular brands.
- Created social media graphics, print collateral, and packaging assets to strengthen client brand presence.

Academic Research Work

Graduate Studies | Thesis Exhibition (2024)

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* engages visitors with visible and invisible surveillance through mirror-based distortion, layering, and spatial interaction.

Awards

OCAD Universtity: 2023

Graduate Studies First Year Award

Skills

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

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

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

Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Dimension), Figma, Miro, p5.js, Arduino, TouchDesigner, SonicPi