

# Samiya Dalwai

## User Experience Designer

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I'm a UX Designer with a background in Graphic Design.

I spent the last 3 years working in the advertising industry where I had the opportunity to work on multiple campaigns with various multinational clients.

My curiosity about the functionality of products/designs along with my desire to expand my skill set has led me to pursue a career in UX Design.

## EXPERIENCE

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### Graphic Designer | Horizon FCB Advertising

MAR 2019 - 2020, KUWAIT

- Created designs for clients' social media pages, primarily Instagram
- Collaborated with the various teams involved and ensured timely delivery of work
- Brainstormed and conceptualised ideas for social media content and developed concepts into visual designs

### Graphic Designer | Promix Advertising

AUG 2018 - MAR 2019, KUWAIT

- Brainstormed and conceptualized campaign ideas for clients
- Converted concepts to visual designs for print as well as digital platforms
- Created key visuals for new client pitches
- Prepared designs for the final production on print, outdoor, etc.

### Graphic Designer | BBDO India

MAR 2016 - AUG 2017, MUMBAI, INDIA

- Conceptualised and created designs for clients alongside the team for various multi-platform campaigns in different mediums including print, outdoor and digital.
- Liaised with various internal teams to execute the briefs
- Adapted campaign designs for the digital platform
- Participated and worked collectively on new client pitches
- Assisted in overlooking the deliverables in production stage

## EDUCATION

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### BrainStation | Diploma Candidate, User Experience Design

APR - JUN 2020, ONTARIO, CA

### Raffles Design Institute | Bachelors of Design, Graphic Design

JUN 2012 - 2015, MUMBAI, INDIA

## SKILLS

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Sketch, InVision, Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

## PROJECTS

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