

# UMER TAHIR

UX Practitioner

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## ENLIGHTENMENT

### Bachelors of Communication Studies U of C

Degree (SAIT Partnership) - Class of 2015

### New Media Production & Design SAIT

Diploma - Class of 2007

## APPLICATION

### Digital Art Director Trigger Communications

2015 - 2018

Closely working with a copy writer to wireframe and prototype solutions based on user analytics data analysis and conversion funneling techniques. Iterating and pushing those concepts to high fidelity and presenting end products to clients. A/B testing to optimize user experiences through iterative learning outcomes.

### UI/UX Designer Zero Gravity Marketing

2008 - 2013

Working under impeccable leadership/mentorship to develop hand crafted websites from start to finish. Implementing user-centered design principles to create immersive digital experiences through research and iterative prototyping.

### Creative Director Barefoot Creative Media Studios

2007 - 2011

Designing and developing digital/traditional campaigns for clients in Canada and US. Learning lifelong lessons of entrepreneurial hardship while solving real world problems through creative strategy.

## FACETS

User-centered design

Product design

Wireframing

Prototyping

User personas

Conversion funneling

A/B Testing

Team player

Flexible

Punctual

Leadership ability

Detail oriented

Inquisitive

Logistical thinking