

# UMER TAHIR

UI/UX Practitioner

P: 403.462.3613  
E: info@umertahir.com  
W: umertahir.com

## 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 different concepts. Iterating and pushing those concepts to high fidelity and presenting end products to clients. Creating static and animated HTML 5 banner ads. Creating static and video social media content for Tommy Gun's Original Barbershop.

### UI/UX Designer Zero Gravity Marketing

2008 - 2013

Working under impeccable leadership/mentorship to develop hand crafted websites from start to finish. Creating e-mail designs and banner ads. Helping out the traditional team with Photoshop retouching exercises to aid in the development of cross-platform campaigns.

### 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

Design systems

Wireframing

Prototyping

User personas

Mood boards

Style tiles

Team player

Flexible

Punctual

Leadership ability

Detail oriented

Inquisitive

Logistical thinking