

Sania Siddiqui

Education

2022-Present

Emily Carr University of Art & Design, BC

Bachelors in Interaction Design

3 year program that combines user experience design, user interface design, and digital design with a strong grounding in critical thinking and creative problem-solving.

2016-2019

Dawson College

DEC in Graphic Design

3 year program focused on typography, page layout, colour theory, package design, illustration, web design, branding, and motion graphics.

Toolkit

Figma
AdobeXD
ArcGIS
Visual Studio Code
Wordpress
HTML/CSS/Java
Adobe After Effects
Adobe Premier Pro
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Blender

Storytelling
Wireframing/Prototyping
User Research
Information Architecture
User Testing
Accessibility
User Interface
Interaction Design
Critical Thinking
Problem Solving
Project Management
Collaboration

Achievements

2023

Best Use of Intel Developer Cloud

Cal Hackathon, San Francisco, CA

2021

Typographic Magazine Feature

Communication Arts

About

With six years of graphic design experience, I am passionate about merging interactive and web design to create visually compelling, user-centric digital experiences. Committed to design ethics and research, I aim to use my skills in impactful projects that tell meaningful stories through design.

Work Experience

2024-Present

Chief Experience Officer

Ivee, San Francisco

- Conducted overall research, wireframing, customer journeys, user interviews, prototyping
- Created overall branding for all applications
- Led product and service launches for web and mobile applications. Analyzed customer data and insights.

2021-Present

Senior Graphic Designer

Ardene - Montreal, QC

- Direct visual aspects of all campaigns (colors, layouts, fonts). Ensure cohesive design across all channels.
- Create digital assets like newsletters, emails, and banners, websites
- Compile research for projects (competitor reports, color palettes).
- Create brand launches such as Ardene Man, Ardene Middle East

2019-2021

Graphic Designer

Goli Nutrition - Montreal, QC

- Develop brand identity and marketing materials for product launch, packaging, logos, social media assets, event experiences, branding decks, store design and website design.
- Lead ideation, customization, and execution of creative assets for campaigns
- Lead the social media marketing campaigns across all platforms. Produce print and digital assets for all stores, & advertisements