

# AYAZ KARIM

296 DISCOVERY TRAIL, TORONTO, ONTARIO L6A 3K4

EPIKDESIGNS@GMAIL.COM • 416-671-0942



“You miss 100% of the shots you don't take  
- Wayne Gretzky”

Dream, Design, & Direct to create magic through artistic expression.

Design Strategist and Leader with **10 years of experience** as an **interactive and ux/ui designer**.

## KEY EXPERIENCE

### FIREBOLT TECHNOLOGIES

Formally known as Envisage Canada Inc. Firebolt Technologies continues the success of mobile-enabled live event marketing

CREATIVE DIRECTOR • 2018 - PRESENT

### ENVISAGE CANADA INC.

Premier provider of mobile-enabled live event marketing experiences

CREATIVE LEAD • 2013 - 2018

- Reporting into the CEO, lead strategy + design while pushing boundaries on modern design with high profile companies: The Macallan, EA Sports, Remy Martin, MillerCoors, Mountain Dew, Monster, Ducati, Ciroc, CitiBank, Hilton Hotels.
- Manage the development and execution of creative assets for multi-channel integrated brand campaigns, including application, video, motion graphics, digital, social media + print.
- Build strong client relationships to understand creative direction of marketing campaigns
- Created and participated in client pitches leading to 14 new clients in 5 years.
- Lead rebranding initiative for the company resulting in higher web traffic and 150% increased leads in salesforce.

### WORKTANGO INC.

Improve employee engagement, create alignment and inspire phenomenal performance.

CREATIVE LEAD • 2016 - 2018

- First Creative Lead hired to lead + design the company's brand
- Translate ideas and concepts into stunning designs for mobile responsive website, emails, ads, posters, infographics
- Provide creative direction + strategy for pitches: Deloitte + Expedia
- Developed Website with a user-friendly and mobile-friendly environment resulting in 10 scheduled demos per month and a 60% increase in Salesforce leads via the website input forms.

## PROFICIENCIES



Expert

Expert

High

High

High

High

### PROTOTYPING / WIREFRAMING

Expert

### BRANDING

Expert

### HUMOUR / BANTER / SARCASM

Expert

## BUSINESS ACTIVITIES

### DJ EPIK

Professional DJ

### EPIKDESIGNS

Founder, Freelance Design

## ACCOMPLISHMENTS

- Designed StockJocks, a live fantasy sports mobile application which received **100k** for **10%** of it's company on CBC's Dragon's Den.
- Selected by EA SPORTS NHL to be the community manager for over 20,000 hockey gamer enthusiasts.

## EDUCATION

### BRAINSTATION

User Experience Design

## CONTACT ME

/AYAZKARIM

[HTTP://AYAZKAR.IM](http://ayazkarim.com)

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@DJ\_EPIK