





Ayaz Karim

A Canada-based Interactive & Product Designer who is passionate about solving problems, creating user centric experiences and constantly improving my skillset. All comes down to one thing, I ❤️ to create.

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Experience

Firebolt Group Inc. / Envisage Canada Inc.

Creative Director | January 2019 - Present

Creative Lead | January 2013 - January 2019

Lead strategy + design while pushing boundaries on modern graphic and interactive design with high profile companies: The Macallan, EA Sports, Remy Martin, MillerCoors, Mountain Dew, Monster, Ducati, Ciroc, CitiBank, Hilton Hotels.

Lead product designer for the company's multiple SaaS live event marketing platforms. Conducting research, defining problems, ideating and execution of all design assets.

Built strong client relationships to understand creative direction of marketing campaigns.

WorkTango Inc. (Contract)

Creative Lead | February 2016 - April 2018

Product designer for the company assisting founders by ideating on a brand new SaaS platform and mobile application that serviced employee engagement.

Created the brand, designed and developed the company website resulting in 10 scheduled demos per month.

Worktango was featured on Forbes website as the success of the company grows with the design structure & strategy I have created.

DJ EPIK

Professional DJ | 2008 - Present

A DJ in the city of Toronto having played at many high profile venues and alongside many of the most successful DJs across cities in North America. Creating my own brand, social media graphics, live stream animated green screen graphics all in house having amassed a major following on [Instagram](#) & [Twitch.tv](#).

References & Case Studies available upon request

Education

Brainstation

User Experience Design

Certificate ID: 830-851-252

Skills

- Experience leading a team
- Collaboration
- Presentation
- Rapid Prototyping
- Humor & Banter (Expert)

Tools & Design Skills

Design

- Prototyping & Wireframing
- Storytelling
- Ideating
- Sketching
- Visual Design
- Motion Design
- Branding
- Presentation

Research

- User Research
- Usability Testing
- Personas
- Journey / Affinity Mapping
- User Flows

Tools

- Figma
- HTML / CSS
- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- InVision
- Miro
- Maze

Experience (cont.)

ZoomerMedia Inc.

Interactive Designer | October 2011 - 2012

Responsibilities included: Providing modern design and creative ideas to existing properties. Using latest industry trends in HTML5 / CSS3 and design practices. Updating graphics for company Facebook pages, Twitter pages and other Social Media channels. Creating contest landing pages for Zoomer Magazine, ZoomerRadio, Classical 96.3FM and VisionTV.

Worked on the ZoomerMedia Corporate site redesign, EverythingZoomer.com super site design.

Provided graphics for the live webcast of IdeaCity 2012. Was on site pulling up lower thirds and information graphics for the users who purchased and watched the stream.

CrossCap

Graphic Designer | May 2009 - October 2011

Responsibilities included UI design, icons, presentation design, wireframes, and quality assurance. Communicate with developers, coordinating web front-end functionality. Create and design aesthetic and engaging PowerPoint and prezzi presentations, microsites, landing pages and banners; quickly delivering numerous scenarios, mockups and proofs of concept for presentation to client.

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