

# HUSSAINA WARDHAWALA

*Product designer with 3+ years of work experience mediating the space between users and the information they need; by building intuitive and user-centric experiences.*

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Vancouver, Canada

## ACHIEVEMENTS

- Presented finished game prototype @ Relic Entertainment's 'show n tell', for Dawn of War.
- Raised **\$10M** in funding for self-owned start up → ZaZoo & The Fugees.

## USER RESEARCH & EVALUATION

- User Requirements, goals & use cases
- Information Architecture
- User Stories & JIRA tickets
- User flow design
- Usability Testing

## INTERACTIVE PROTOTYPING

- Unity3D
- Unreal Engine4
- Invision
- AdobeXD
- MarvelApp

## DEVELOPMENT

- C# Scripting for Unity
- HTML,CSS and JavaScript
- ReactJS and NodeJS

## SOFTWARE DEVELOPMENT KIT

- Vuforia
- ARKit

## PUBLICATIONS

- Inclusive Design through Serendipity - **Medium**

## EDUCATION

- *Master of Digital Media (2019)* - **Simon Fraser University, Canada**
- *Bachelor of Technology (2015)* - **University of Pune, India**

## PROFESSIONAL EXPERIENCE

### LlamaZOO Interactive | Product Designer

APRIL 2019 - PRESENT | Vancouver, Canada (3 months and counting)

- Designing features for existing & new virtual reality applications
- Validating hypotheses for use cases and making mockups/wireframes
- Designing User flows, Task flows, Wireflows and UI for VR & AR applications
- Creating epics & user stories for developers on JIRA
- Planning sprints with developers and managing their tasks
- Tracking Product Roadmap and communicating timelines with multiple teams

### Centre for Interactive Research on Sustainability | Sr. Game Designer & Developer

SEPT 2018 - APRIL 2019 | Vancouver, Canada (8 months)

- Prototyping game mechanics in Unity3D using C# scripts
- Mentoring co-op students on designing & prototyping guidelines
- Gathering requirements from stakeholders and communicating to the internal team
- Writing Game Design Document with validated mechanics, dynamics and game narrative
- User testing at K-12 student sustainability event and communicating design changes to team
- Creating and maintaining game features roadmap & conceptualize immersive use cases in AR and VR

### Coditas Technologies Pvt. Ltd. | User Experience & Interface Designer

JAN 2016 - MAY 2017 | Pune, India (1.5 years)

- Sketching, lo-fi and hi-fi wireframing for mobile and web apps
- Information architecture for flows in the apps
- Requirement gathering and communicating scope with clients
- Motion graphics designing for SaaS products (raising upto **\$15M** in total)
- Iterating with developers on prototypes for web, mobile - iOS & android.
- Mentoring UX/UI interns on new projects for visual styling and heuristics

### Sakaal Media Pvt. Ltd. | Journalist & Feature Writer

JUNE 2015 - DEC 2015 | Pune, India (6 months)

- Identifying target audience for a story/article
- Conducting User Interviews
- Catering content for each article for its intended user
- Iterating on stories after first edit by editor-in-chief
- Designing graphics for articles

## ENTREPRENEURSHIP

### WeVR Studio | Product Manager & Game UX Designer

AUG 2018 - DEC 2018 | Vancouver, Canada (4 months)

- Brainstorming game ideas, sprint planning, creating roadmap
- Implementing Onion Ring / Bull's eye for prioritizing features
- Balancing parameters for smoother experience in VR
- Communicating designs with artist, sound designer and developer
- Building business connections with IndiePod, VRARA chapter Vancouver, Mythical City Games

### ZaZoo & The Fugees | Creative Designer

NOV 2017 - MAY 2018 | Toronto, Canada (9 months)

- Designing use cases, user journeys and flow maps for audience (kids 4-7 yo)
- Designing & co-developing interactive prototype for an Augmented Reality game app
- Communicating product roadmap with co-founder, Bizzy Baby Media Inc., Bombay, India
- Hiring graphic designer and interactive media developer for ZaZoo
- Pitching prototype for investment and successfully raising **\$10M** in funding