

Anas Raza

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I am an **interdisciplinary** and **experience** designer (UX) driven by empathy, strategic thinking, logical/illogical reasoning and compassion. I think that many of the worlds' wicked problems can be addresses through **collaboration**, applying **design-thinking** and using **human-centric** approaches. In my work I try to design human-centered methods, aiming to **create experiences** that unite people. My work and **research** seek out the **persuasive** nature of technology and its **potential for business**.

Skills

Interdisciplinary Design, **Frontend Development**, **UI/UX Design**, **Figma**, Adobe XD, Adobe Suite , CSS, HTML, Bootstrap, **JavaScript**, JS Libraries, P5.js, **Vue.js**, jQuery, Ajax, **WordPress**, WordPress Plugin Customization, Elementor, PHP, MySQL, C#, **Unity3D**, Photon PUN, Unity Networking, **Oculus SDK**, PTC Vuforia 3D, **AR Development**, **VR Development**, **User Research**, A/B Testing, Competitive analysis, User personas, MS Excel, **Project Management**.

Work Experience

WordPress Specialist

Freelance (while in school) (06/2018 – 03/2024)

- Designed and developed user-focused, responsive websites tailored to client goals and user needs.
- Conducted user research, competitive analysis, and usability testing to inform data-driven design decisions.
- Created wireframes, prototypes, and polished UI designs using Figma, Adobe XD, and Photoshop.
- Developed front-end designs with HTML, CSS, and JavaScript, ensuring clean, scalable code.
- Ensured compliance with web standards and WCAG accessibility guidelines, improving usability and inclusivity.
- Delivered WordPress websites, customizing plugins with PHP and integrating third-party tools for enhanced functionality.
- Collaborated with UI designers and 3D artists to deliver cohesive and visually compelling projects.
- Focused on iterative design to address user pain points and improve engagement and conversion rates.
- Implemented system-wide improvements through third-party integrations and custom development.

Some Project: [Mlily UK](#) | [Breasley](#) | [Small World Music](#)

Operational Manager (IT)

Mlily Canada (08/2015 – 06/2018)

- Advocated and implemented a paperless inventory and accounting environment.
- Deployed and maintained inventory control systems for inventory management (Fishbowl Inventory Management/ WooCommerce).
- Implemented accounting software systems for AR/AP (QuickBooks/Zoho Accounting).
- Integrated inventory and accounting systems into the web interface (QuickBooks/Zoho/WordPress).

Frontend Developer (Web)

Intelligent Technology Solutions (01/2009 – 07/2014)
Islamabad, Pakistan

- Developed and implemented high-fidelity UI designs for web applications, adhering to best practices in responsive design and cross-platform compatibility.
- Developing front-end UI using CSS/JS/HTML and Bootstrap
- Use CSS and JS libraries to develop CMS themes
- Customized CMS platforms (WordPress, Drupal, Magento) to meet client-specific needs and improve user experience.
- Conducted user research and testing to ensure designs met both business objectives and user needs.
- Collaborated with cross-functional teams to ensure seamless integration of front-end designs with back-end systems.

Education

Master of Design

Digital Futures / Strategic Foresight

OCAD University, Toronto (2024)

Major: User Research, Strategic foresight, Advertising, AR/VR Development

Bachelor of Design

Digital Futures

OCAD University, Toronto (2022)

Major: Game Design, AR/VR, User Research

College Diploma

Web Design

Resource Development Institute, Rawalpindi, Pakistan (2009)

Major: Web Interface, WordPress, JavaScript, CSS

Certifications

Dynamic UX: Design and Usability

Interaction Design Foundation (IxDF)

2024

Design Thinking

Interaction Design Foundation (IxDF)

2024

UX Management: Strategy and Tactics

Interaction Design Foundation (IxDF)

2024

WAI0.1x: Web Accessibility

edX / W3Cx

2024

Projects

Master's Thesis Project

Play2Pay is a multiplayer AR game designed for retail stores, encouraging players to explore and find virtual coins, along with hidden promotions like discount coupon.

(Unity3D / Vuforia AreaTarget / PUN2 / C#)

anasraza.com/play

Multiplayer JavaScript Game

Games for public spaces

P5.js / PubNub / JS (Vanila)

[Link](#)

Interactive Installation

Unity3D, Kinect V2, C#

anasraza.com/interactive-experience

Multiuser VR Environment

Unity3D, C#, Photon PUN2

anasraza.com/vr-development/

Interests/hobbies/Socials

[LinkedIn](#) | [Insta](#) | [Github](#)

Pondering, Wondering, Questioning, Listening, Sweating, Making.