

Suroor Zehra

A multidisciplinary Toronto based designer, obsessed with research & visual identities. References available upon request.

suroorzehra.ca
suroorzehra@gmail.com | (647) 921-5291

Experience

INTERACTION DESIGNER

RBC

June 2022 (Present) | Toronto, ON

Researching, designing and prototyping valuable experiences for the RBC online banking customers.

UX UI DESIGNER

Tealbook

March 2021 - June 2022 | Toronto, ON

In-house designer for a supply chain management organization. Explored the sustainability space while developing and improving the platform.

UX UI DESIGNER

Insured Connect

October 2017 - March 2021 | Toronto, ON

Researched and designed a data and communications platform that creates digital engagement and enables end to end automation for insurance carriers, distributors and advisors.

UX DESIGN INTERN

PowerPlan

Summer 2016 | Toronto, ON

I was brought on at PowerPlan to assist with improving upon the existing application interface and usability. I was involved in the analysis, design, development and user testing of the software.

Education

UNIVERSITY OF TORONTO

2018 - 2020 | Toronto, ON
Masters of Information

SHERIDAN COLLEGE

2013 - 2017 | Oakville, ON
Bachelors of Interaction Design

Expertise

SKILLS

UI Design
Product Design
Usability Testing
User Centered Research
Information Architecture
Motion Graphics
Data Visualization
Visual Narrative
Wireframing
Prototyping
Data Analytics

PROGRAMS

After Effects
Premier
Illustrator
Photoshop
Indesign
HTML/CSS Familiarity
Invision
Sketch
Figma
Brackets
Wordpress

Achievements

ASIA FOUNDATION

Top 10 out of 200 entries for best documentary

HUMAN RESEARCH ETHICS

Certified Research Ethics Professional