

# Zirwa Tariq

## Visual Designer

🌐 [www.zirwa.designs](http://www.zirwa.designs)

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### Certificates

- **Designing an Accessible User Experience**  
Deque University April 2023
- **Visual Design and Colors (WCAG 2.1)**  
Deque University Oct 2022
- **Accessibility Fundamentals - Disabilities, Guidelines, & Laws**  
Deque University Feb 2022

### Education

**MA Graphic Design And Digital Media**  
State University of New York  
Jan 2022 - May 2023

**BS Visual Communication Design**  
University of Gujrat, Pakistan  
Sept 2015 - Aug 2019

### Skills

**Design:** Illustration & UI graphics

- Strategy & vision presentation
- User flows • Concept sketches
- Wire-frames and mockups
- Prototyping Motion design • Style Guide and pattern library • Design Systems • Marketing material

**Prototyping:** Rapid prototyping using Figma • Interactive flow with HTML/CSS/JS • Paper prototyping • Site mapping

**Research:** Recent trends  
User experience • Accessibility  
• Reading patterns • Responsive design

### Softwares

Adobe Suites	_____●
Figma	_____●
HTML	_____●
CSS	_____●
Java Script	_____●
Drupal	_____●
Microsoft Office	_____●

As a Visual designer, my expertise lies in creating visually appealing designs and intuitive user interfaces for digital products. I've experience in both print and digital design and passionate about creating user-centered and accessible designs.

### Professional Experience

#### SUNY Oswego

Graduate Assistant, Sept 2022 - May 2023

- Updated the official website using Drupal 9 and make it more user friendly which in a 35% increase in website interactions and a 20% decrease in bounce rates.
- The incorporation of modern technology and original designs led to a 45% increase in social media engagement and a 25% rise in poster click-through rates, resulting in an overall better user experience.
- Collaboration with marketing teams to ensure design compliance with brand guidelines resulted in a 90% reduction in design revisions and a 40% increase in brand consistency across marketing campaigns.

#### Facilities services - SUNY Oswego

Graphic Designer, Sept 2022 - May 2023

- Assisted faculty members with data collection for potential academic / web publications to include in official website to make the experience user focused.
- By updating the website and incorporating accessibility and inclusive design results in improved user experience by 15% and increased click rates.

#### Lloyd's Knight International

Graphic Designer, June 2021 - Dec 2021

- Developed original designs for print media, magazines, and social media accounts results in increased user interaction rate by 16%.
- Collaboration with marketing teams to ensure brand compliance in design and production of media for websites to make them more user-friendly results in a 20% increase in interactivity.

#### Interschange

Graphic Designer, Oct 2019 - Sept 2021

- Designing high quality visuals on larger scale prints results in increase sales and the product popularity by 30%.
- Developed original and unique designs for the social medias leads to increase rate of interactivity on the social platforms which also causes the increase in sales of the products.