

Ammar ElAmir

elamir.ammar@gmail.com
647-898-9521
aelamir.com

Windsor Way
Mississauga
ON, L5M 3C5, Canada

Professional Narrative

An emerging User Experience Designer passionate about facilitating the intersection of technology and daily life with minimalist design. Proficient in adapting technical tools creatively to simplify a task without disrupting user flow. Skilled at approaching people with empathy and dissecting their narrative analytically to identify core concerns.

Education

M.I. User Experience Design, University of Toronto 2021

- User Experience and Interface Design, Design Thinking, Usability Testing and Information Architecture
- Teamwork with various colleagues on projects and assignments
- Creative application of a variety of skills to effectively engage in group projects
- Leadership, collaboration and coaching

B.Sc. Computer Science, University of Toronto 2018

- Specialization in Human Computer Interaction (HCI)

Relevant Work Experience

CAD Engineering Intern, Advanced Micro Devices (AMD) 2016 - 2017

- **Develop** and maintain internal design software built (Python, TCL, PERL)
- Manage software regression testing servers and publish regular status reports
- Efficiently diagnose and resolve bugs by collaborating with managing engineers
- Managed company charity yard sale and raised \$2000

Awards: Intern Spirit Award

President / VP Communications / Head Graphic Designer 2014 - 2018 UofT Muslim Student Association

- Leadership of a team of 36, organizing the functions of a club engaging a membership of over a thousand students annually

- Developing and maintaining a brand image and **design system**
- **Usability testing**, User research (interviews and surveys)
- Design, implementation and maintenance of operations platform
- Conflict anticipation and resolution, public presentation, speaking, and engagement

Social Media Assistant, Knowledge Media Design Institute - UofT **2019 - Current**

- Production of various **digital marketing media** within a consistent brand image
- Enhance internal communication structure and collaboration platforms
- Manage and curate social media content on a regular schedule

Freelance Photographer and Graphic Designer **2014 - 2019**

- Timely production of digital and print products for various platforms
- Provided extended customer support by facilitating communication with vendors
- Managed finances while ensuring project budgets fit client expectations

Barista, Starbucks Canada **2018 - Current**

- Empathetic communication and anticipation of company and customer needs

Volunteering & Extracurriculars

Head of Intern Steering Committee, Advanced Micro Devices **2016 - 2017**

Orientation Marshal, St. Michael's College Orientation **Summer 2015**

Head Graphic Designer UofT The Muslim Voice Magazine **2014 - 2016**
 - Outstanding Publication Award
Team Captain, Basketball & Swimming

Skills

Wireframing	Figma / Sketch	English - Fluent
High Fidelity Prototyping	inVision	Egyptian Arabic - Fluent
User Research	Adobe XD	Standard Arabic - Fluent
Journey Mapping	Adobe Photoshop	French - Intermediate
Usability Testing	Adobe Premiere Pro / After Effects	
Information Architecture	Adobe Illustrator / Indesign	

Front-end Web Development: HTML & CSS, JavaScript, Java, PHP, SQL, Python