Jason A. Das

UX Designer

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About Me

As a UX Designer with extensive experience in graphic design and illustration, I've honed my skills through participation in numerous hackathons. Actively involved in diverse product design communities, I continuously enhance my expertise. Concurrently, I refine my illustration abilities and explore the realms of 3D, encompassing animation, printing, modelling, as well as AR/VR and VFX.

UX Projects

Help A Buddy - Narrative & Game UX Designer

Dec 2020   Design Buddies Game Jam   Team DB Online

Game Jam Honorary - Most Wholesome Game

- Conceive and engineer a prototype for an adventure video game, focused on aiding a community in navigating the challenges brought about by the COVID-19 outbreak.
- Led and assign tasks to team members for the development and acquisition of assets.
- Diagnose and resolve issues during game development while producing and editing a video trailer to effectively communicate our game concept.

Crowdpleaser - UX & UI Designer / UX Researcher

Dec 2019   Red Bull AdrenaLAN   Team Crowdpleaser   Toronto, ON

Winner for Best VR/AR/MR Hack

- Design and construct an augmented reality (AR) prototype for a live streaming application.
- Showcase our discoveries and engaged with the judging committee, delivering a comprehensive account of our journey and insights.
- Participate in crafting the slide presentation while also executing onsite user research within the video gaming community.

TED - UX & UI Designer

Oct 2019   Elevate Tech Fest   Team 4AM   Toronto, ON

- Engineer a prototype chatbot for Rogers Digital, enabling partners to gain access to the customer base by delivering location-based promotions.
- Team up with fellow graphic designer to formulate a content management system tailored for software developers to code efficiently.

Work Experience

Digital Art Show - Illustrator

Oct 2023   Pine Ridge Arts Council   Ajax, ON

- Create and showcase two original digital art pieces for inaugural digital art show at the McLean Community Centre.
- Written an article for the Pine Ridge Arts Council newsletter, to demonstrate my creative process using Procreate and an iPad.

Public Art Installation - Illustrator

Mar 2023 - Jun 2023   City of Pickering   Pickering, ON

- Collaborate with the City of Pickering to conceptualize and craft an engaging art installation.
- Craft to commemorate the grand opening of Seaton Fire Hall headquarters for Pickering Fire Services.
- Design and produce a colouring book for distribution at the activity kiosk, engaging the youth community during the grand opening event.

Freelance Design - UX Designer & Illustrator

Jan 2002 - Present   Chameleon Studios   Pickering, ON

- Operate a customer-focus freelance studio specializing in UX/UI, graphic design, illustration, and intellectual property development.
- Engage with over 20 diverse clients across multiple business sectors through collaborative partnerships.
- Coach and guide fellow artists, providing influential insights to steer project directions effectively.

Volunteer Experience

Dolphin Tank | Covid Model Animation - Community Volunteer

Mar 2021   Civic Tech Toronto   Toronto, ON

- Engaging actively in continuous community projects and discussions, fostering connections within the realm of government civic services and technology.

Community & Networking - Usability Tester

Jul 2020   Designers & Coffee   Toronto, ON

- Contribute to the enhancement of the beta release of Designers & Coffee's design challenge platform through active participation in usability testing as a volunteer.
- Conduct thorough testing, meticulously documenting issues, and offering strategic suggestions to elevate user experience and stimulate active participation.

Public Health & Community Initiative - 3D Printer Technician

Apr 2020   3D Printing Taskforce   Oshawa, ON

- Engage as a volunteer in utilizing technical skills to manufacture 3D printed personal protective equipment (PPE) for healthcare workers amid the COVID-19 pandemic.
- Innovate post-COVID business prospects through the creation of user research and prototype applications, employing creative thinking and strategic analysis.

Education

Certificate Gaming Accessibility Fundamentals

Microsoft Learn

Dec 2021,   Online

Certificate UX Interaction

Treehouse

Jul 2020 - Aug 2020,   Online

Certificate AR/VR with Unreal Engine

Linkedin Learning

Jun 2020 - Jul 2020,   Online

Certificate UX Designer Essentials

RED Academy Toronto

Jan 2018 - Feb 2018,   Toronto, ON

Diploma Graphic Design - Advertising

George Brown College

Sept 1999 - May 2002,   Toronto, ON

Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects), Figma, Sketch, InVision, Miro, Notion, Procreate, Fusion 360, HTML & CSS, Webflow

Skills

Graphic Design, Advertising, Illustration, Branding, User Research, Personas, Journey Mapping, Storyboarding, UX Writing, Prototyping, Design Systems, Video Editing, Motion Graphics, AR/VR, Game UX & Accessibility

Activities

Video Games, Animation, Photography,Movies, Cooking, Podcasting, 3D Printing