

Jason A. Das UX UI Designer | Illustrator

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I am a well-rounded designer solving problems, by creating well thought out experiences. Looking to take my new visual storytelling skills, to create and develop human-centred products. Products that meet the user's needs, while hitting business goals.

Skills

Tools: Photoshop, Illustrator, InDesign, XD, Procreate, Sketch, InVision, Figma, Wordpress, HTML & CSS, Fusion 360, Cura

Expertise: Advertising, Illustration, Branding, Content Creation, User Research, Journey Mapping, Storyboarding, Prototyping

Soft Skills: Creativity, Professionalism, Dedication, Teamwork, Self-Motivation, Mentorship, Curiosity

Experience

Chameleon Studios, Pickering, ON

Designer & Owner 01/2020 - Present

Freelance graphic design and illustration services and intellectual-property development studio. Collaborate with more than 20 clients from various business sectors. Design and plan a creative visual medium from branding, print, web, and illustrations. Coach and influence fellow artists on project directions.

Ubisoft User Research, Toronto, ON

Playtest Participant 10/2012 - Jul 2018

Participated in playtest sessions for 5 AAA video game titles. Provided feedback to Ubisoft game development teams. Answered questionnaires conducted by user researchers.

Animated Storyboards, Toronto, ON

Storyboard Artist 06/2016 - 12/2017

Directed with Bensimon Byrne exclusively with client Scotiabank. Detailed key shots from the script with the director. Ensured notes from production matrix-style guides match the storyboards rendered.

Tshirtgang.com, Ajax, ON

Senior Graphic Designer 04/2009 - 09/2014

Clients include NHL players from the St. Louis Blues and Detroit Red Wings, The New York Times, and TD. Instructed and trained design team from Canada, Bangladesh, Australia, and the Philippines. Acquired leads at the 2012 Licensing Expo showcasing platform services and support. Designed visual content highlighting platform benefits for Amazon, eBay, and Etsy.

Education

Certificate, 07/2020 - 08/2020, **Treehouse**, UX: Interaction Design, Online

Certificate, 06/2020 - 07/2020, **Linkedin Learning**, Master AR/VR with Unreal Engine, Online

Certificate, 01/2018 - 02/2018, **RED Academy Toronto**, UX Designer Essentials, Toronto, Canada

Certificate 10/2016 - 12/2016, **Humber College**, 3D Modeling For Games and Film, Toronto, Canada

Diploma, 09/1999 - 05/2002, **George Brown College**, Graphic Design - Advertising, Toronto, Canada

Certificate, 01/1999 - 08/1999, **Sheridan College**, Art Fundamentals, Oakville, Canada

Projects

Design Challenge Website, 07/2020, **Designers & Coffee**, Community & Networking

Volunteer in usability testing of the beta release of Designers & Coffee's design challenge platform.

Tested and recorded issues and made suggestions, to enhance user experience and drive participation.

3D Printing Taskforce, 04/2020, **Durham College**, Health & Community Initiative

Volunteer in producing 3D printed protective personal equipment (PPE) for healthcare workers during the COVID-19 pandemic.

Explore post-COVID business opportunities by producing user research and prototype applications.

Crowdpleaser, 12/2019, **Red Bull AdrenaLAN - Team Crowdpleaser**, Hackathon, E-Sports

Developed a prototype AR & live streaming application **"Winner for Best VR/AR/MR Hack"**

TED, 10/2019, **Elevate Tech Jam - Team 4AM**, Hackathon, Connected Living & IoT

Developed a prototype chatbot for Rogers Digital

OX, 10/2019, **Oxford Global Hackathon - Team Crest Standard**, Hackathon, Commercial Real Estate

Developed a prototype web application for Oxford Properties

Global, 03/2018, **Baseball Hack Day - Team Global**, Hackathon, Sports

Developed a prototype web application for Major League Baseball (MLB)

Hobbies and Interests

Practicing 3D modelling & printing methods, reading about animation techniques from 2D, 3D, motion graphics, and VFX, playing and engaging with the video games community, critiquing films, and learning to cook new recipes especially barbeque.