

**Anaheez Karbhari** [anaheezk@gmail.com](mailto:anaheezk@gmail.com) | (416) 671-9200

[View Portfolio Here](#) | [in/anaheez-karbhari](https://www.linkedin.com/in/anaheez-karbhari) ↗

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## EXPERIENCE

**UX Designer** | CloudSale.ai | Toronto Feb 2023 - May 2023

- Collaborated with the CTO to develop a viable solution that implemented UX standards, improving user abilities.
- Conducted competitive analysis, identified industry trends, crafted user flows, and delivered low to medium-fidelity sketches and a high-fidelity prototype on Figma to enhance CloudSale.ai's client-facing interface.
- Streamlined user onboarding process and campaign creation into a guided, cohesive, and accessible user flow.

**UX Designer & UX Researcher** | Eastview Community Centre | Toronto Jan 2023 - April 2023

- Interviewed stakeholders and staff to identify usability obstacles and KPIs, to structure and validate the redesign.
- Revamped the website by revising the information architecture, and creating personas, journey maps, and wireframes.

**UX & Accessibility Design Consultant** | OVA | Montreal Sept 2022 - Dec 2022

- Independently contributed to the research and development of a VR creation platform, with in-depth heuristic evaluations, VR research, analysis from usability testing, and delivering proof of concepts.
- Proposed redesigns that would improve accessibility standards based on WCAG guidelines, align with users' perspectives and boost the application's overall retention rates and responsiveness for users.

**Digital UI Designer** | eBay North America - DEPT | Toronto April 2022 - June 2022

- Designed for eBay Customer Experience team across CRM, email, on-site marketing, display, and social media.
- Consulted with cross-functional teams across the globe on ad hoc projects with quick turnarounds while retaining a high level of attention and user-centered practices, maintaining design systems, and protecting eBay's brand integrity.
- Presented concepts to the teams and channel partners at creative review meetings for feedback and approval.

**Graphic Designer - Project Lead** | GANZ | Toronto Sept 2018 - Jan 2022

- Managed end-to-end product catalogs with 1500+ products, ensuring alignment with brand objectives and standards.
- Provided creative direction and storyboards to the in-house studio for lifestyle, model, and merchandise photography.
- Crafted B2B e-commerce content, contributing to an annual sales increase of 6-8% across 25,000+ retail customers.
- Collaborated with directors to develop digital products considering new trends, audience, objectives, and budget.

## OTHER EXPERIENCE

**Layout Designer** | St. Joseph Communications | Toronto 2020-2021

**Co-Founder & Creative Director** | Dhansak & Co. | Toronto 2019-2020

**Graphic Designer & Residence Don** | University of Toronto 2016-2017

**Social Media & Website Assistant** | University of Toronto 2015-2016

## EDUCATION

**Master of UX Design - High Distinction** | University of Toronto | 2023

**Courses:** UX Fundamentals, Information Architecture, Customer Journey Analysis, User Research Methods, Communication Systems, Usability Assessments, User Interface Design, UX Leadership, Accessibility Design, Data Visualization, and Project Management

**Honours Bachelor of Arts: Design & Communications** | University of Toronto | 2017

**Digital Communications Certificate** | Sheridan College | 2017

**SKILLS:** User Research, Heuristic Evaluation, Information Architecture, User Flows, Journey Mapping, Prototyping, Usability Testing, Wireframing, Accessibility Design, WCAG, Conversational Design, Agile Project Management, Graphic Design, Branding, Design Thinking

**SOFTWARES & TOOLS:** Figma, Mural, Miro, Optimal Workshop, Adobe Illustrator, InDesign, Photoshop, Adobe XD, WordPress, Shopify, Canva, Google Workspace, Google Analytics, Power BI, Asana