

# Leea Contractor

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[www.leeacontractor.com](http://www.leeacontractor.com)

Graphic Designer & Interaction Designer

“ I am a graphic designer with a graduate degree in Interaction Design. I find the collaboration that comes from working within a team highly motivating. I am a natural leader who thrives in an environment where I can use my design skills to the fullest, and am always expanding my horizons to find ways to incorporate this exciting wave of technology into my work. ”

## EDUCATION

- Sept 2021 - May 2023 **Master of Design (Interaction)**  
Emily Carr University of Art + Design
- Jan 2014 - Dec 2017 **Bachelor of Design (Communication Design)**  
Indus Valley School of Art and Architecture

## PROFESSIONAL EXPERIENCE

- Oct 2023 – Present **Multi-Media Designer/Administrative Assistant** | Sanford Housing Society | Vancouver | Contract
- Developed a streamlined digital procedure to effectively evaluate tenant applications, assessing their eligibility for an upcoming property.
- Nov 2019 – Jun 2021 **Associate Creative Manager** | Xpert Services at the Dawn Media Group | Karachi
- Directed the creative development of 20+ marketing campaigns annually, boosting engagement by 25% through innovative visual content and Adobe Creative Suite
  - Designed print and digital marketing campaigns, increasing brand awareness by 15%.
  - Created concepts and designs for websites, print collateral, and digital marketing campaigns.
  - Collaborated with teams to ensure creative consistency across channels.
  - Managed projects from concept to completion, delivering on time and within budget.
- Feb 2018 - Oct 2019 **Junior Graphic Designer** | Xpert Services at the Dawn Media Group | Karachi
- Collaborating in a multidisciplinary setting alongside editorial staff, the photography department & other stakeholders.
- Sept - Nov 2018 **Graphic Designer** | Mosaik De Abrafaxe - Institut FÜR Auslandsbeziehungen | Berlin
- Created Layouts, Designs and Illustrations for their publications
- Sept 2016 - Nov 2017 **Graphic Executive** | AzCorp Entertainment | Karachi
- Creating graphics for a children's gaming application.

## VARIOUS POISITIONS WHILE AT EMILY CARR UNIVERSITY

- Jan – Mar 2023 **Graphic Designer** | ECU Master's in Fine Art Thesis Exhibition 2023 | Vancouver | Contract
- Jan - Apr 2022 **Graphic Designer** | Jarr through the Shumka Center | Vancouver | Contract
- Jan - Mar 2022 **Communication Designer** | Leaning Out of Windows (LOoW) Exhibition | Vancouver | Contract

## FREELANCE

**MIZA Architects** | Website Designer | Vancouver | 2023 - Present

**The Credeaux Canvas** | Social Media Designer | Vancouver | 2024

**Vancouver & Lower Mainland Multicultural Family Support Services Society** | Graphic Designer | Vancouver | Present

**Zoroastrian Society of British Columbia** | Website Designer | Vancouver | 2023 - 2024

**12th World Zoroastrian Congress** | Design lead & Social Media Manager | New York | 2021 - 2022

**FEZANA Journal** | Illustrator | New York | 2021

**The World of Parsi Cooking: Food Across Borders** | Editorial Design | Toronto | 2019

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## INTERNSHIPS

July - Aug 2017      **Mullen Lowe and Rauf - Multinational Advertising Agency** | Karachi

July – August 2016      **Intern | 18% Grey - Photography Agency** | Karachi

Jun - Jul 2016      **Ogilvy and Mather - Multinational Advertising Agency** | Karachi

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## SOFTWARES

Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Adobe XD • Adobe After Effects • Adobe Lightroom • Adobe Premier • Microsoft Office • Zoom • Canva • Slack • WordPress • Premiere Pro • HTML • CSS • Javascript • Figma

## SKILLS

UX Research • UX & UI Design • Visual Design • UX Strategy • Participatory Research • Codesign • Creative Design Thinking • Inclusive Design • Service Design • Systemic thinking • Stakeholder Mapping • Information Architecture • Ideation • Wireframing • Low-High Fidelity Prototyping • Usability Testing

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## LANGUAGES

### English

IELTS Academic - 7.5

### Urdu

Spoken & Written

### Gujarati

Spoken