Asna Naseem

☐ 912 844 8315 | @ asna.naseem001@gmail.com | ⚲ San Jose, CA
in LinkedIn/asna-naseem | ⊕ asnanaseem.com

SUMMARY

With a background in Architecture and a Master's in Game Design from SCAD, I combine spatial design knowledge with animation, and gaming to create immersive virtual experiences. With a lifelong dedication to art, I blend technical expertise in animation and design with creative realism.

EDUCATION

Savannah College of Art and Design (SCAD) - *MFA in Interactive Design and Game Development*   *2021 − 2024*
Level Designing . Gameplay Scripting . Dynamic Web Development . Game Design Documentation

AMU Department of Architecture, Aligarh, India - *Bachelor's of Architecture*   *2016 − 2021*
Theory of Structures . Architectural Visualization . Urban Design and Planning

DESIGN PROJECTS - SCAD

SCAD Graduate Student   *2021 - 2024*
SCADpro Metaverse: Tech and Communications Lead
- Led a cross-functional team of 15 students to develop a user-centric marketing and advertising strategy exploring metaverse for a reputed automobile company
- Utilized 3D visualization, using Blender and Unreal Engine to design intitutive user flow, dynamic advertising spaces, and immersive marketing solutions within the metaverse.

Reimagining Grubhub
- Designed a clean UI mockup created in Figma, based on user experience (UX) research, seamlessly integrating a grocery delivery feature to boost the revenue; into Grubhub's existing app while minimizing additional development costs.
- Achieved finalist status in 'The Rookies Awards' 2024, Web and App Development category, for the prototype design.

Product Proposal: Flavor
- Identified a key market gap and proposed a product solution through user research documenting the insights with Lean Canvas framework.
- Delivered the complete project, including Figma mockups of the developed features, within a tight deadline, receiving highly positive feedback for design and execution.

PROFESSIONAL EXPERIENCE

Design Instructor   *June 2024*
Remote Design Learning Platform by iDTech
- Coached multiple groups of K-12 students on the basics of Game Design using Unreal Engine, Blender, and Photoshop; achieved a comprehensive walkthrough across the summer in a limited time
- Covered the fundamentals of 3D modeling and sculpting for hard surface and organic modeling basics.
- Earned a follow-up mentorship offer from iD Tech due to positive student feedback and demonstrated teaching effectiveness

SCADpro Ambassador   *Oct 2023 − May 2024*
SCADPro Networking Program
- Selected as a SCADPro Ambassador, recognized among the top 5% of graduate students for the academic year 2023
- Organized and led multiple visual media-based projects for social media account of the SCADPro department
- Successfully Increased on-campus project offerings by industry experts by 200%, leveraging strong communication and networking skills to build key partnerships

Architect   *Jan 2021 − June 2021*
Junior Architect at Roshan and Associates, India
- During my senior-year co-op, managed end-to-end collaboration with clients and vendors on the design of multiple commercial and residential projects, ensuring alignment with project goals
- Utilized AutoCAD and Revit to complete commercial and residential design projects, successfully delivering within an accelerated two-month time-frame.

SKILLS

Tools: Unreal Engine 4 and 5, Autodesk Maya, Blender, Figma, Photoshop, Illustrator, After Affects, Audacity, Revit, AutoCAD
3D Design: Level design, Gameplay Scripting, Game Balancing, Interactive Storytelling, Game Mechanics Design, Hardsurface modelling, Organic modelling, Game Design Documentation, Architectural visualization
Soft Skills: Design thinkng, Problem-solving, Project management, Public speaking, Teaching, Research, Critical thinking