



Hi, I'm Zeb

I'm a visual artist, writer, wayfarer, and empath.

*Over the past decade, I've helped
brands increase their impact
through creative design, marketing,
copywriting and product development.*

Super powers: Sans serif fonts, gray • Vices: Comic Sans, drop shadow

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2020 Dinner Dash

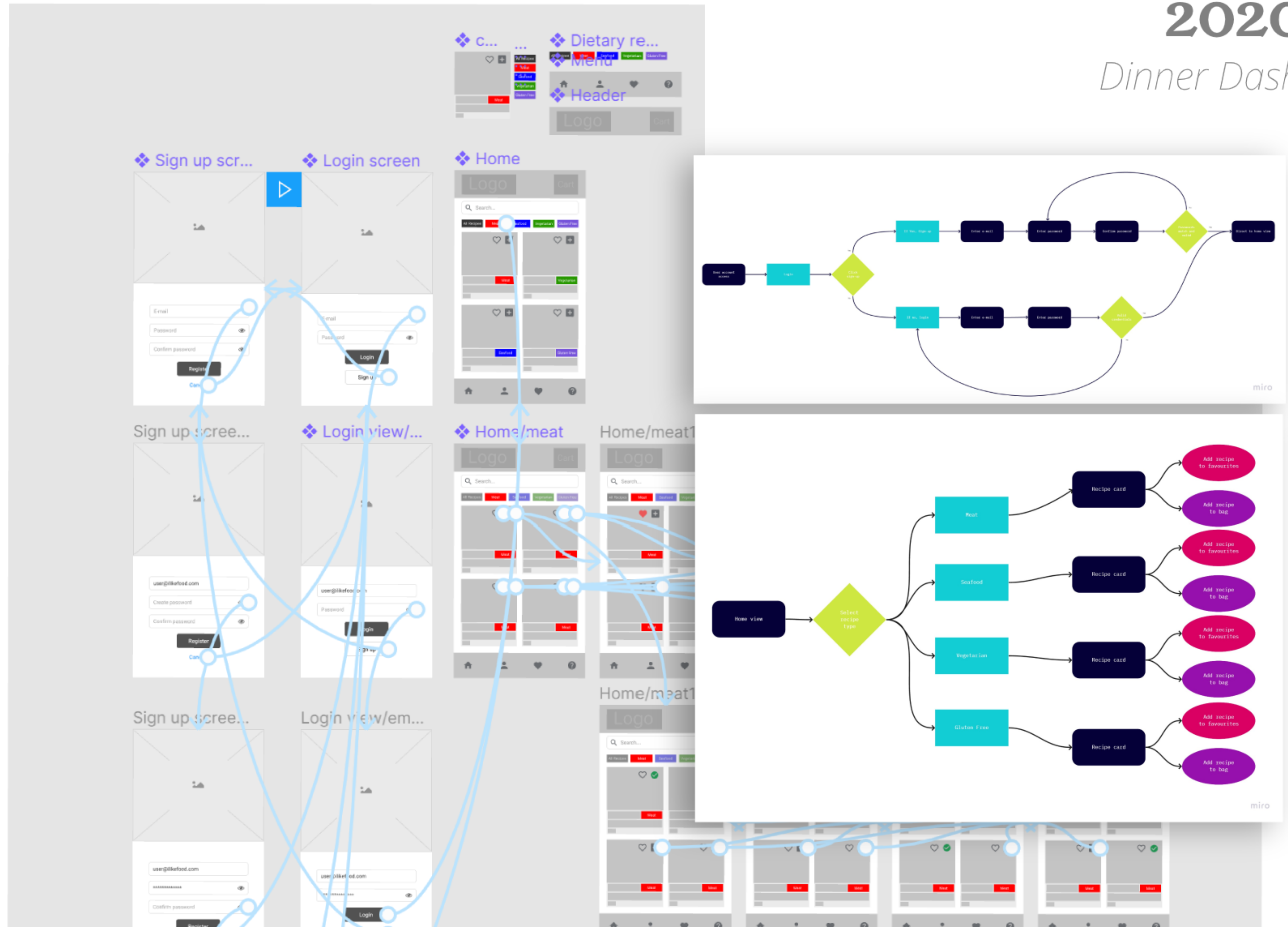
Dinner Dash is a gourmet meal kit delivery service for busy adults who like to eat well.

The research for this project was conducted through semi-structured interviews with users.

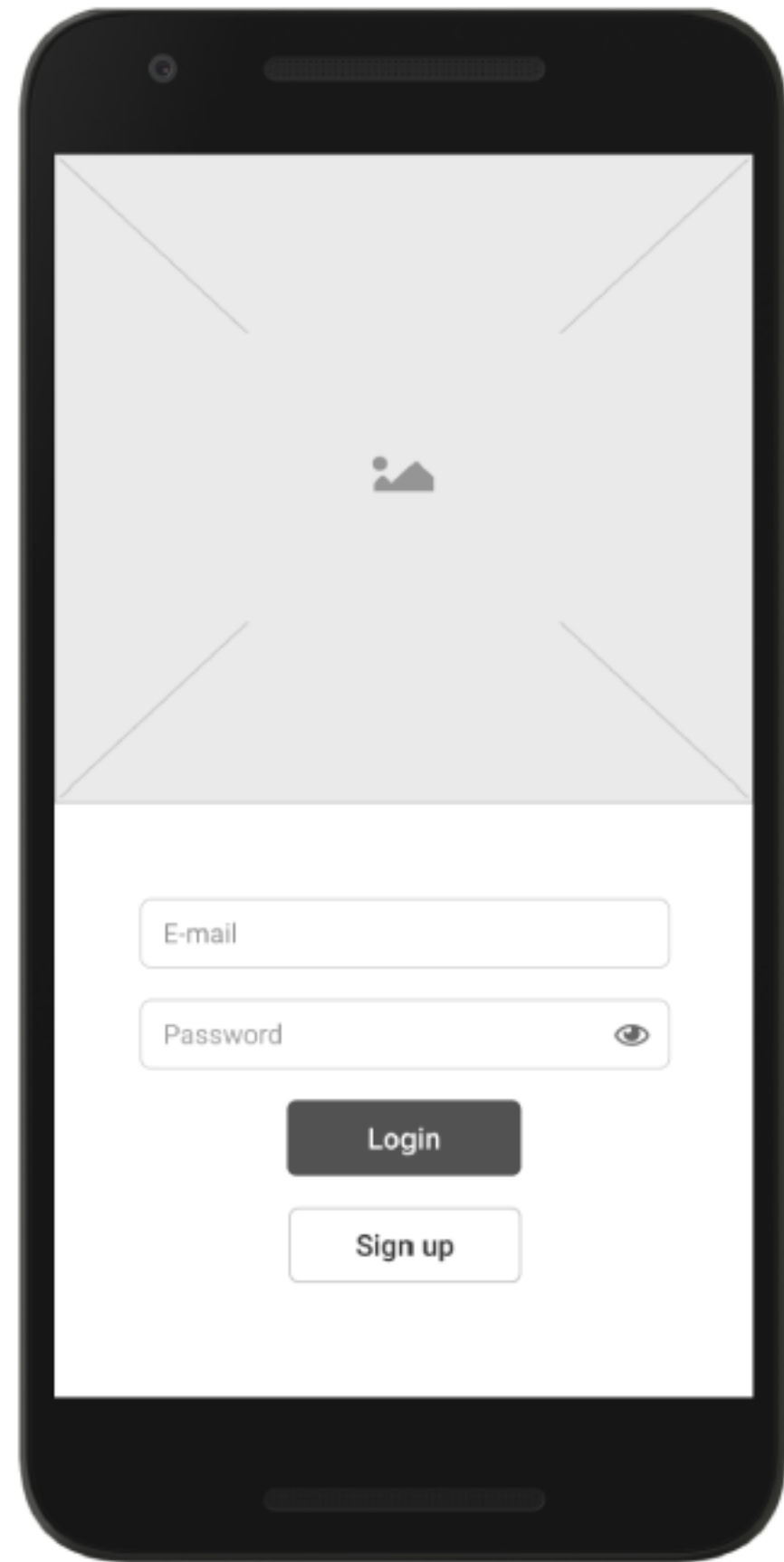
It was found that:

- Adults who use similar apps are busy working professionals
- They like choice and variety
- They enjoy deciding what meals they want to eat, and take time to make this decision
- They are not cost conscious
- They have dietary restrictions
- They like to order regularly

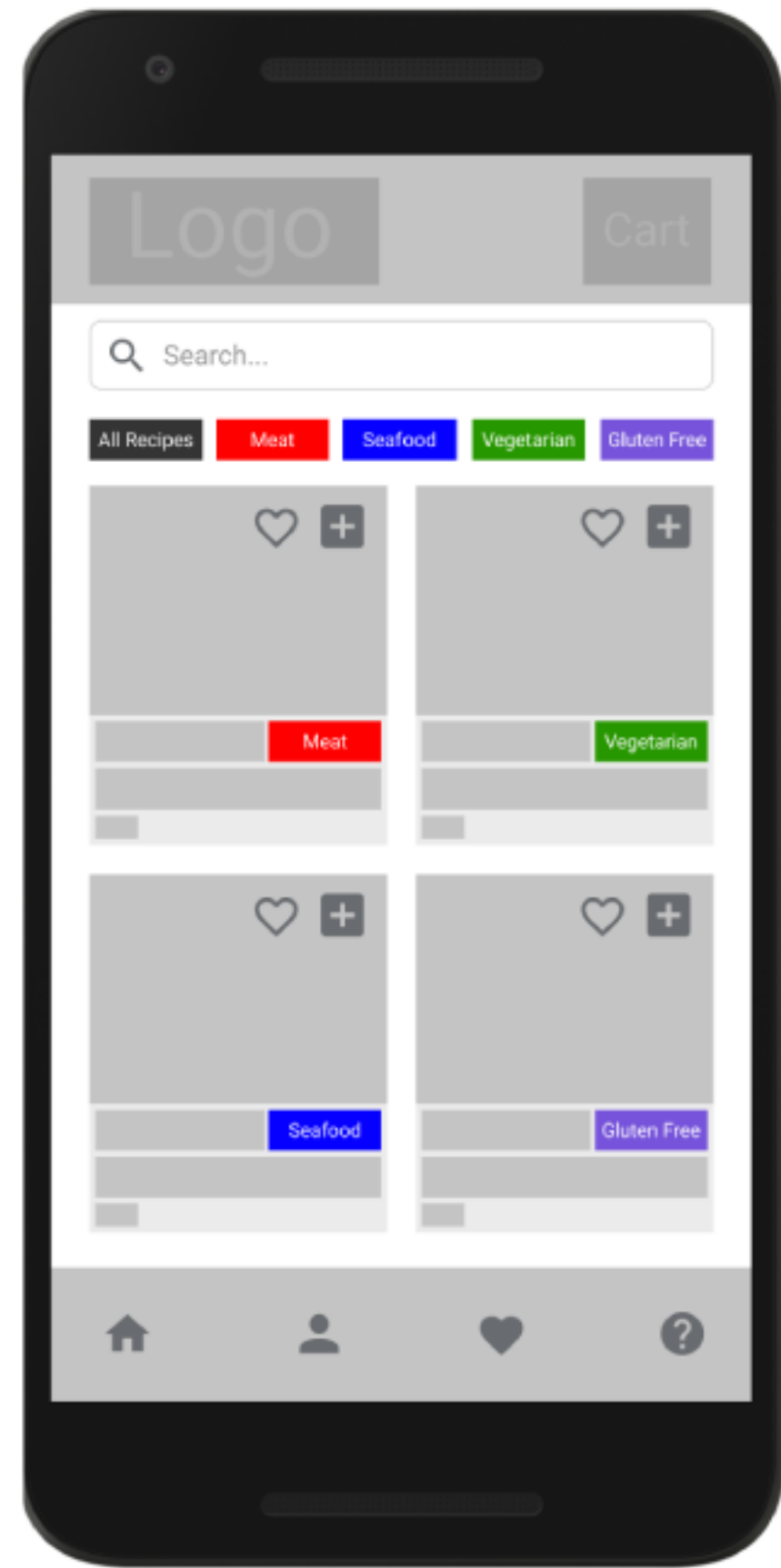
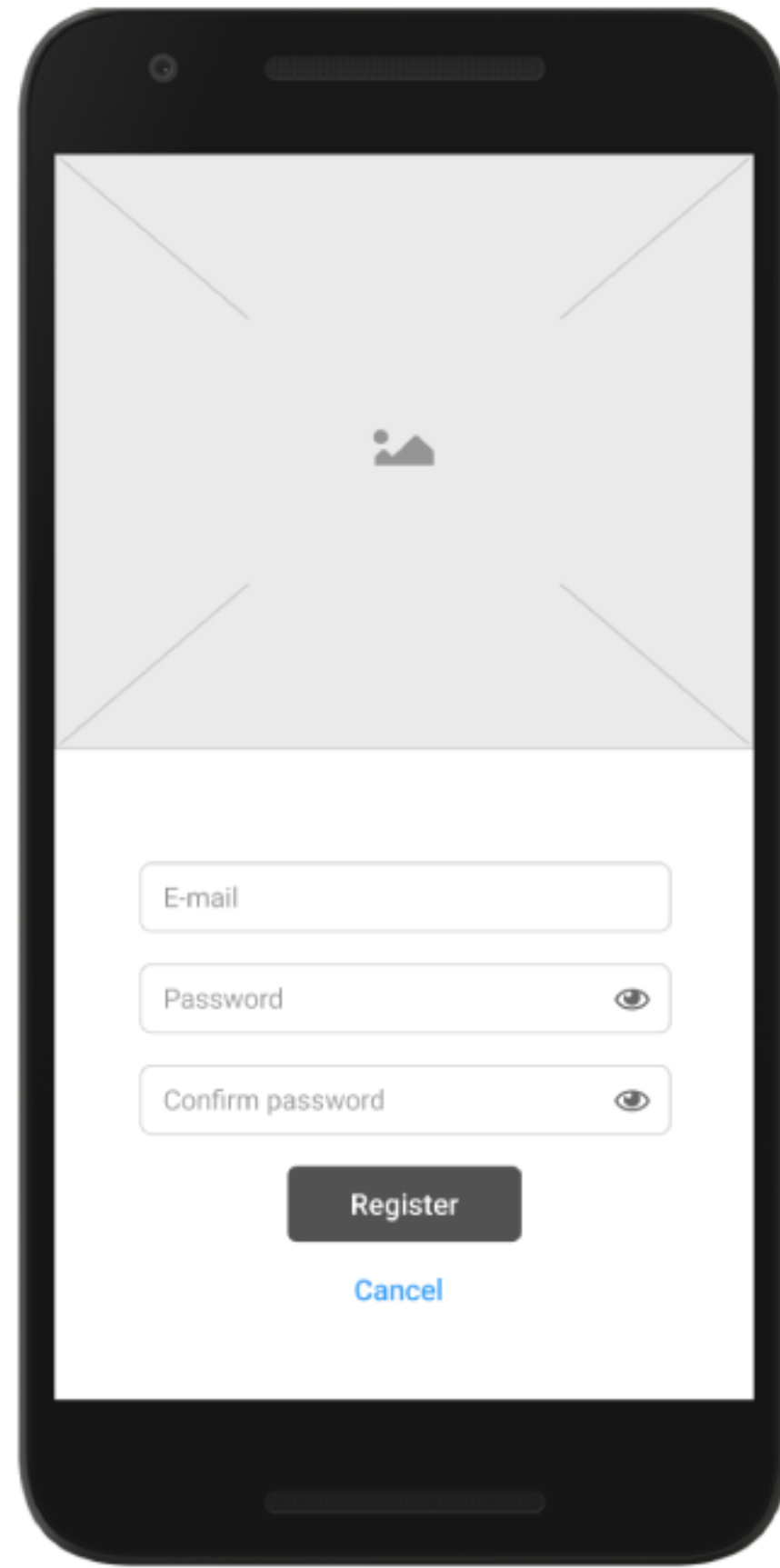
The first phase of the project was focused on two use flow: login and selecting meals.



2020 Dinner Dash

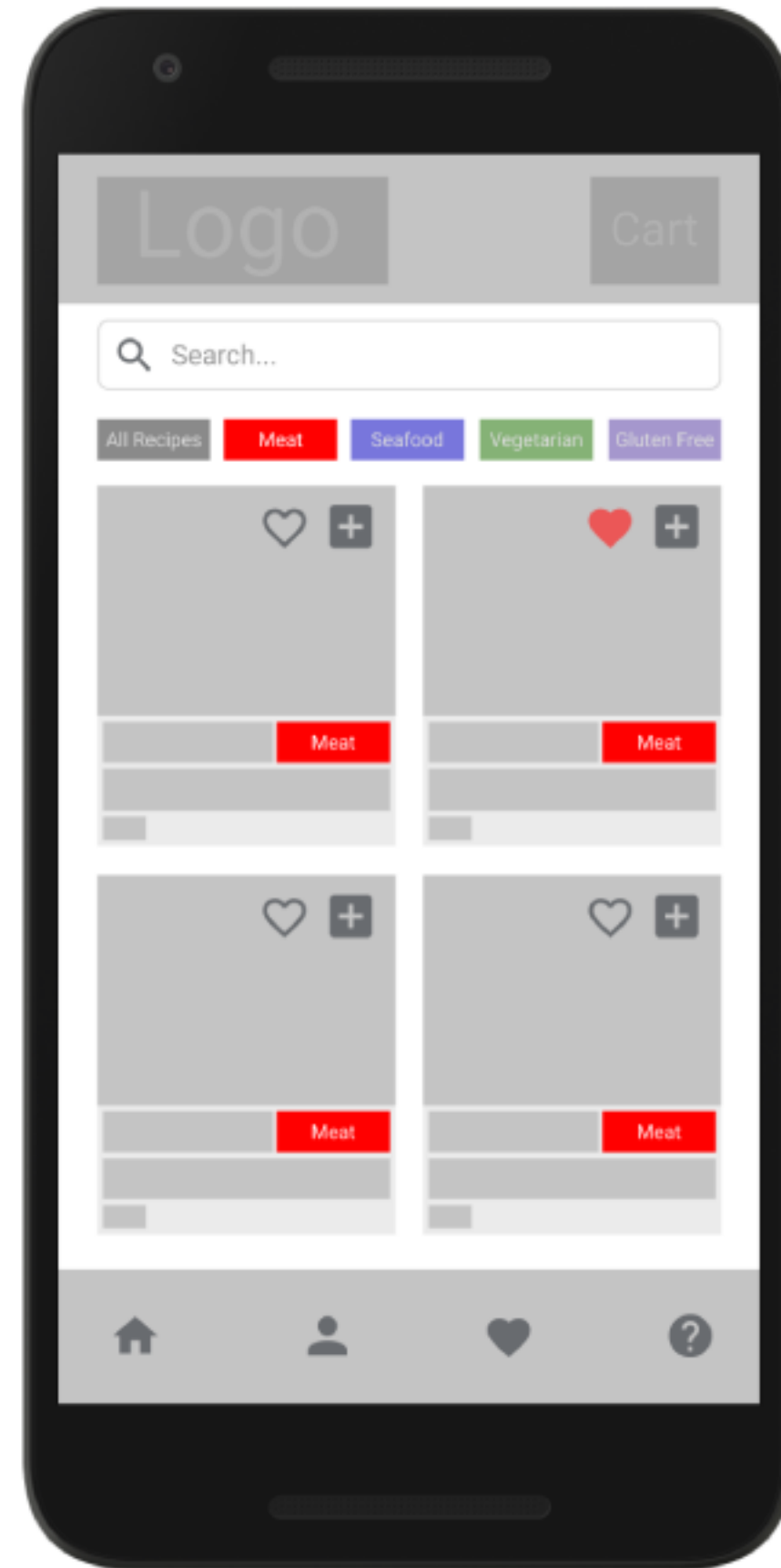


Registration is quick and does not require a lengthy profile form

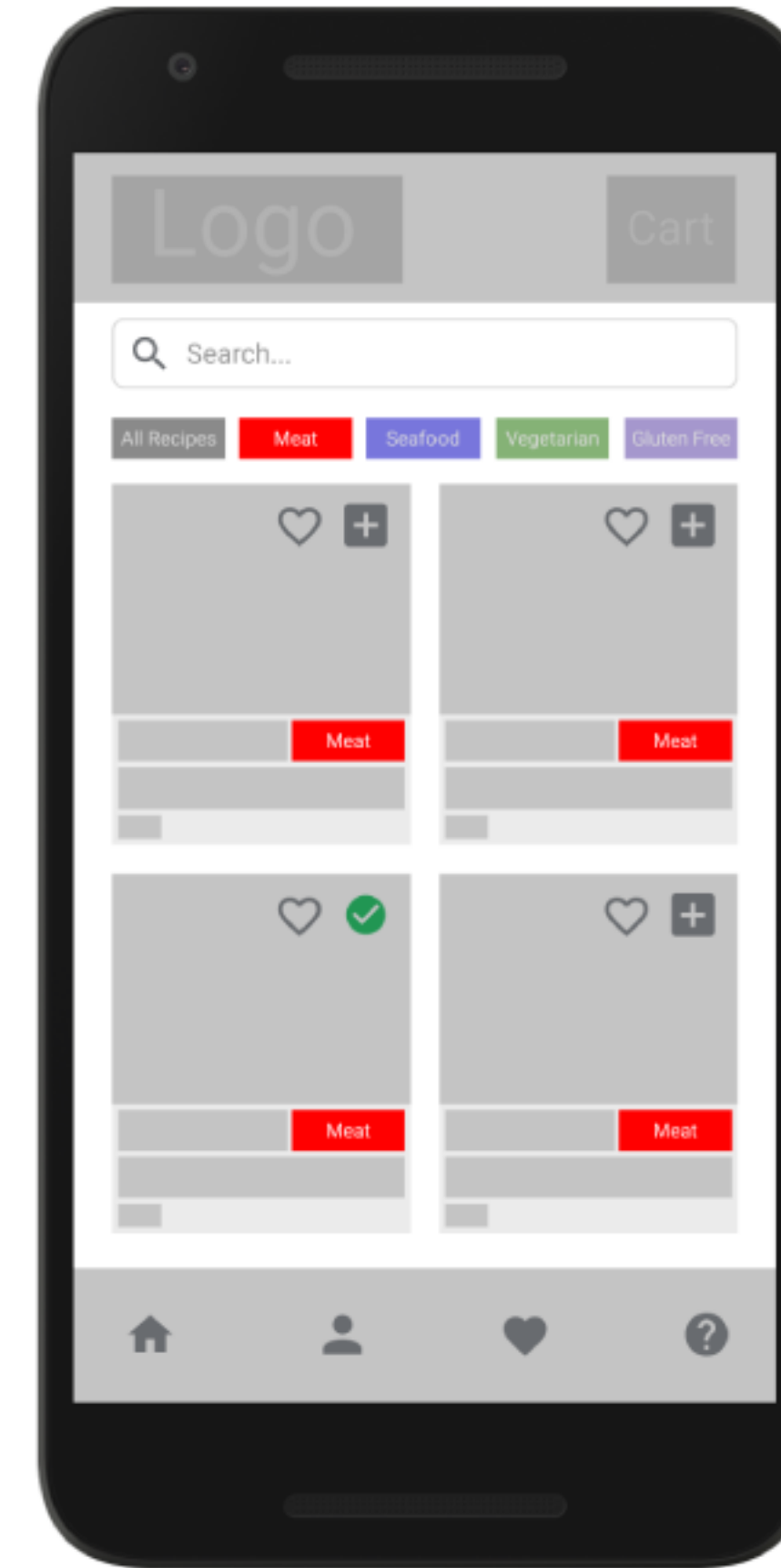


Dietary preferences can be set on the home screen by selecting a tab, or multiple tabs

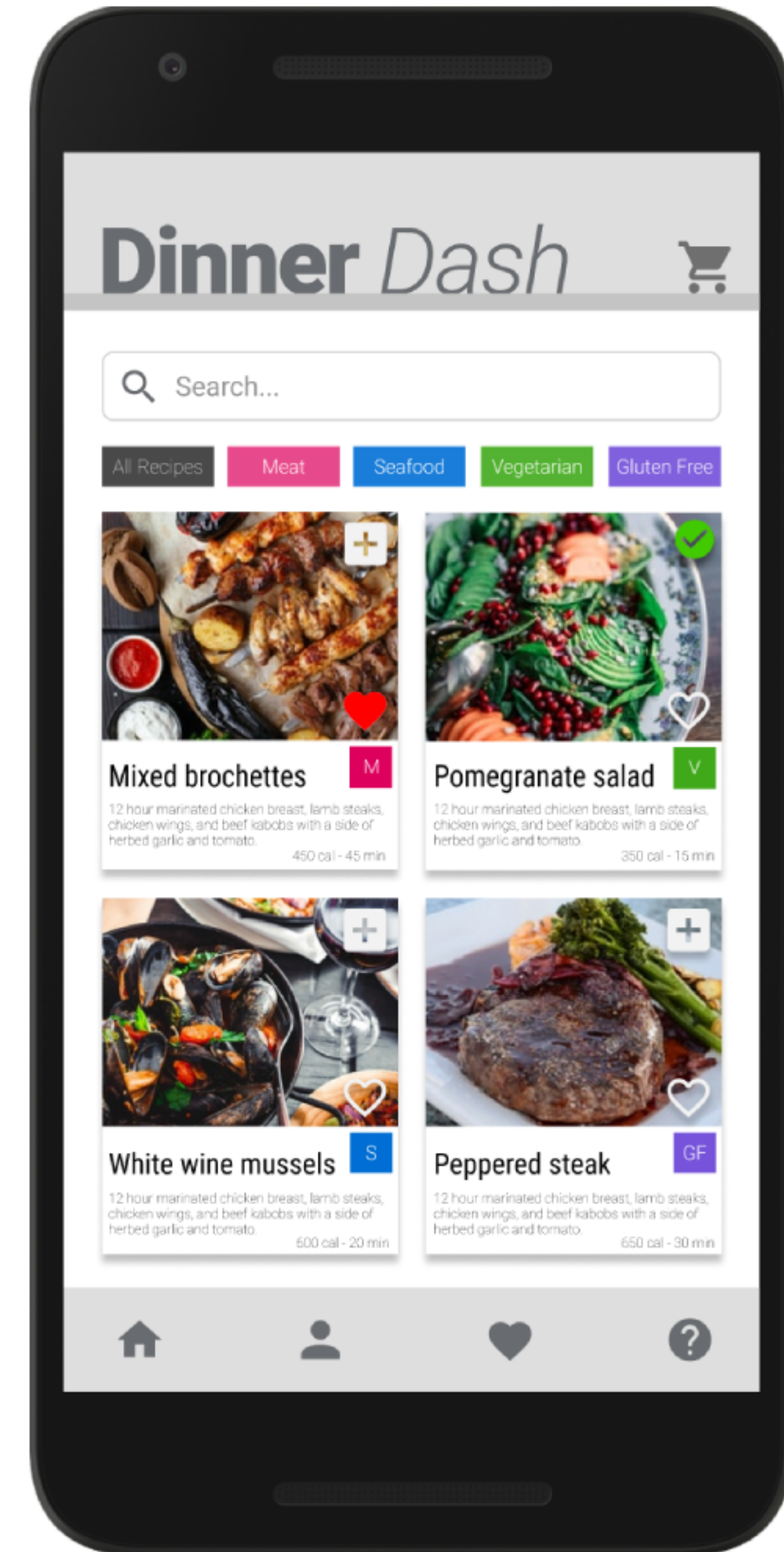
Once a tab is selected, the remaining options grey out. Each meal listed in the results verifies ingredient base.



Users can favourite a meal by tapping the heart icon. The favourites list is available in the heart tab.



Users can add a meal to the cart by tapping the plus icon.



2013 The Loop

Sympatico.ca was a successful Canadian lifestyle website, however it needed to be refreshed and updated.

I oversaw this process for the travel section.



What works

- Content that is...**
- Helpful
 - Current
 - Unique
 - Canadian
 - "Bucket list" items

1. Canada's best Christmas light displays
2. Air Canada announces new low-cost carrier
3. 10 train journeys to take before you die
4. How to fight in-flight anxiety
5. What not to buy at the airport
6. Aruba gorgeous pink flamingo beach
7. Canada's most celeb-frequented hotels
8. How to avoid lost luggage
9. 10 things you probably forgot while packing
10. How to fly with a musical instrument

Soul Layers

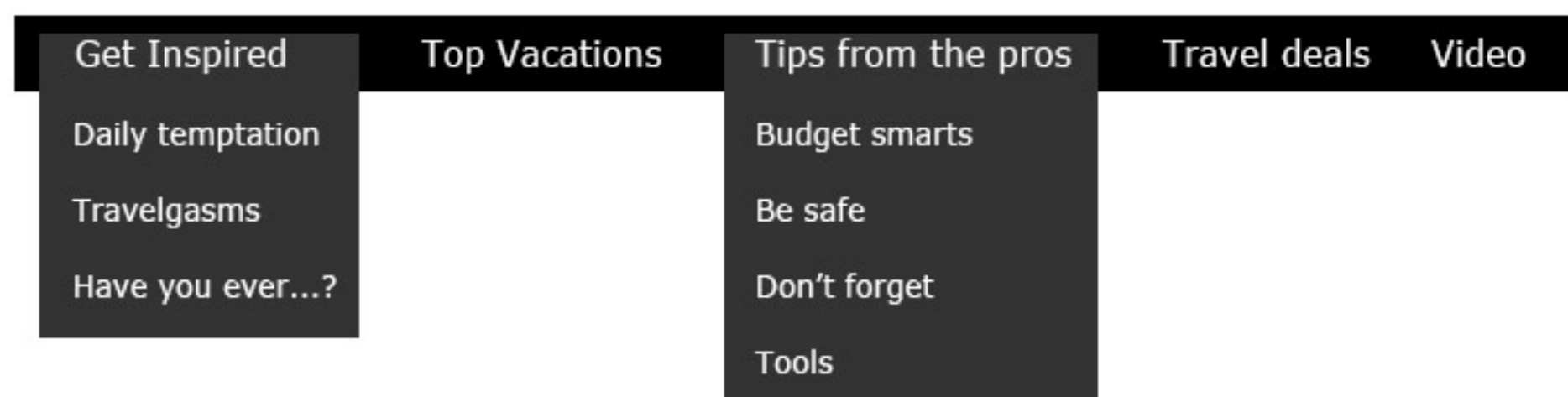
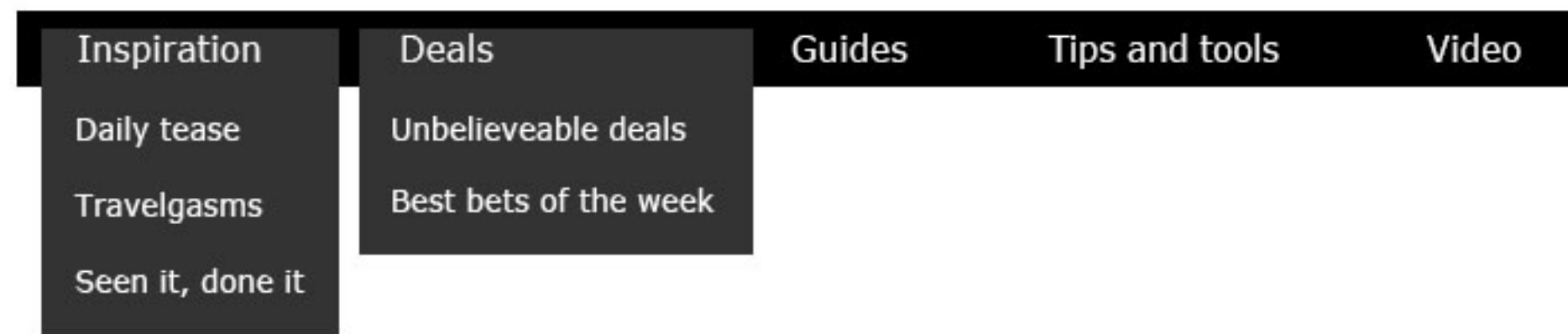
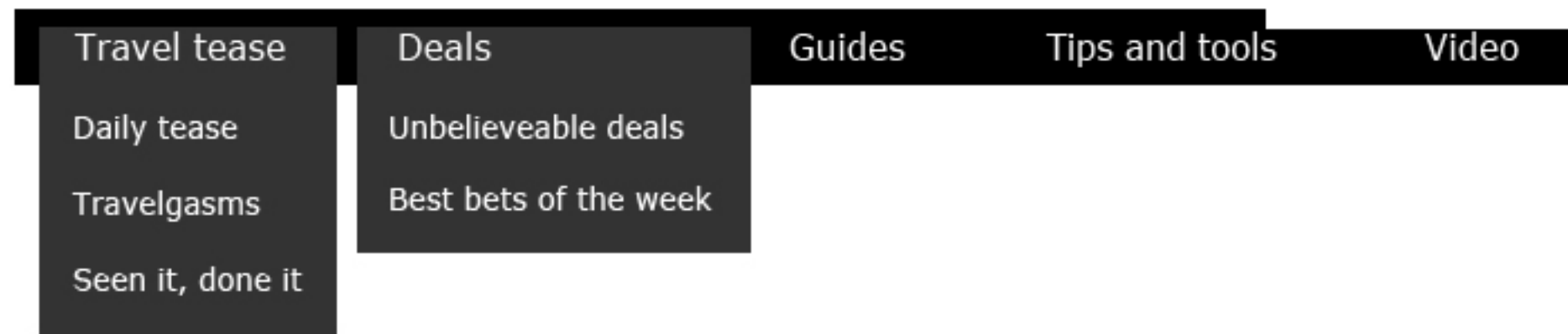
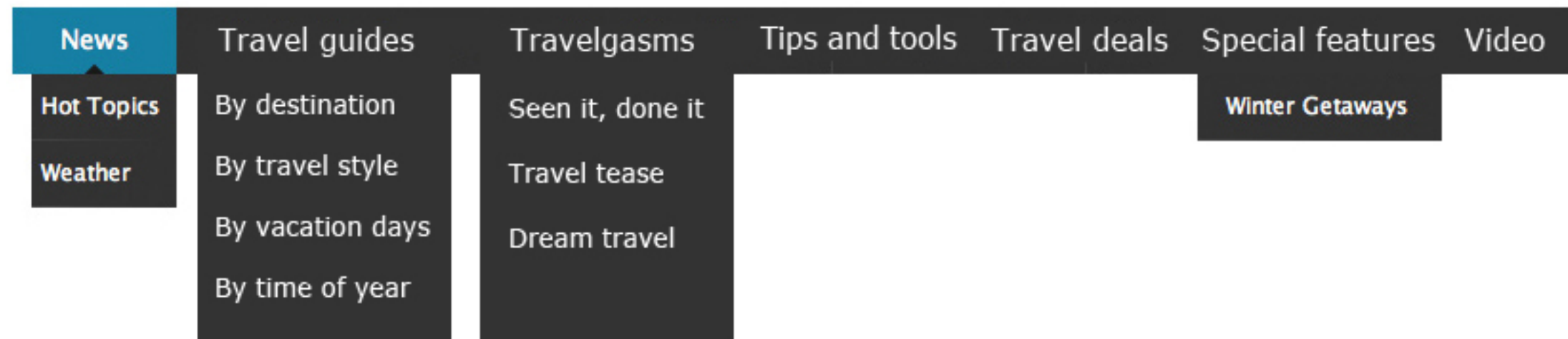
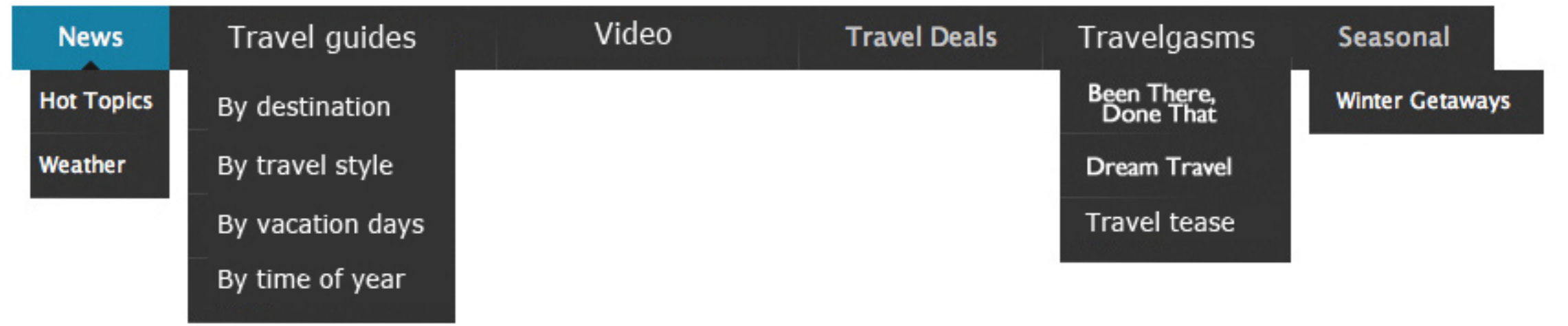
- ★ Make me better
- 😊 Make me feel good
- 👄 Make me laugh
- 📺 Photo/Watch this
- 📈 Trending
- 🔧 Why isn't this working?
- 🧠 Brain candy
- ☁ Remember this?
- 📺 Tonight/Prime time
- 🚫 Not for you
- 🏡 In my backyard
- 😲 WTF? Are you kidding me?
- 📰 Inform me/Need to know

Our re-design had 3 main goals:

1. Create a content strategy in response to quantitative research (user metrics)
2. Shape content strategy using qualitative research (soul layers)
3. Create a clean and modern UI

2013

The Loop



Through a series of meetings, we narrowed down our focus and identified the best way to position our content in order to balance the stuff that "pays the bills" and the content that serves our brand.

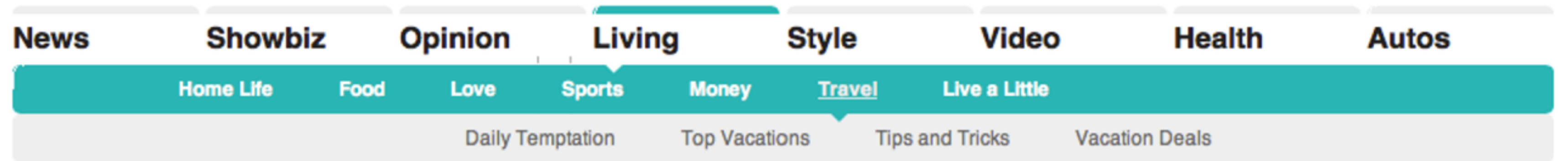
After many, many ... many iterations, we finalized a simple and user friendly navigation structure

"Daily temptation" excites the reader with the promise of a daily tease

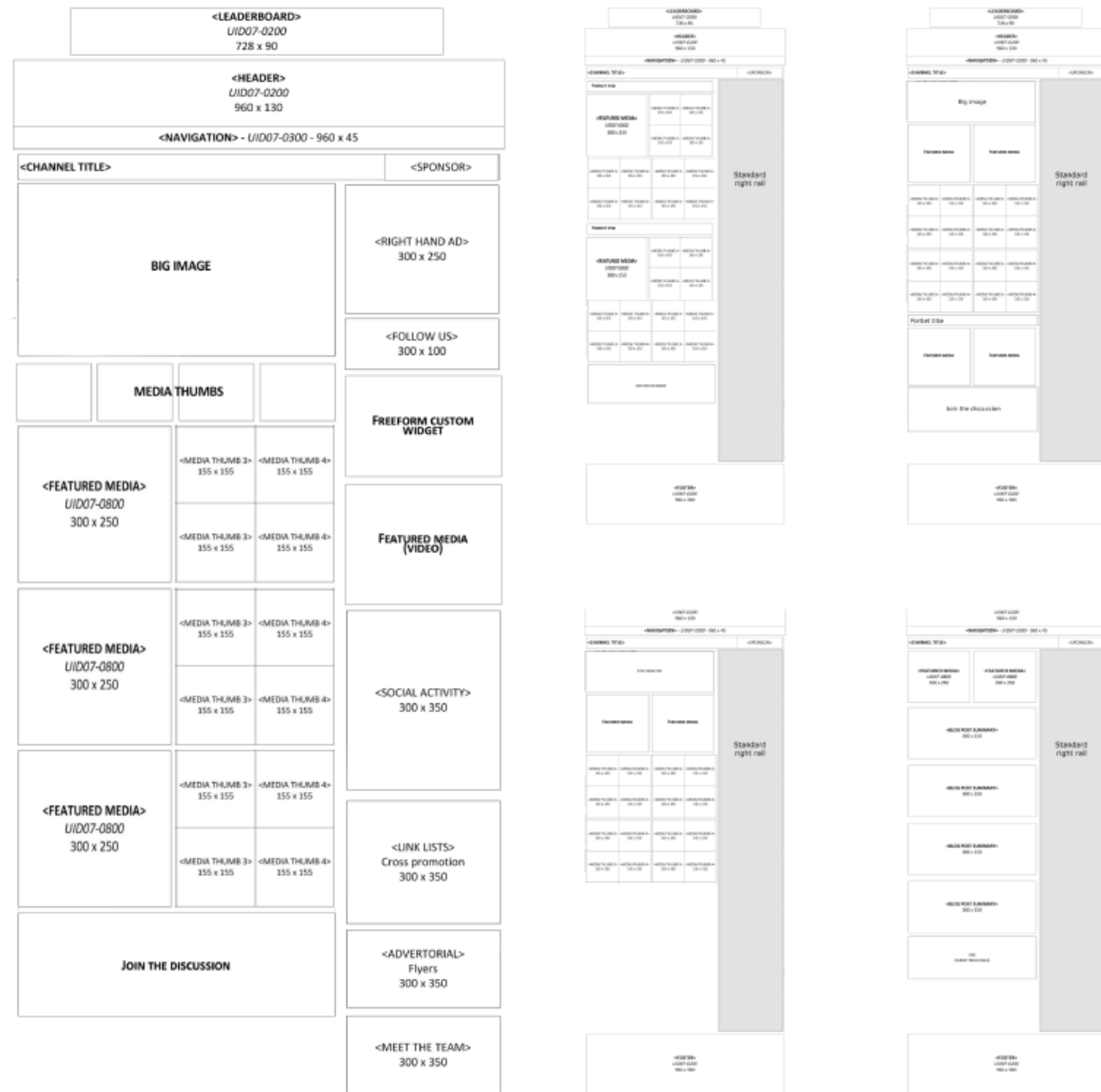
"Top vacations" was a title and site section that ranked well in search engines

"Tips and tricks" was the most brand relevant

"Vacation deals" was the highest performing content on the home page



We created wireframes for the UI designer who created the interface and the first iteration of the content layout.



2013 The Loop



After the initial UI design, it took several iterations to optimize the layout, keeping in mind site traffic, brand optics, creativity and functionality.

When I started working for the Narrows Retreat, we were only a few weeks away from a major event.

I had no branding elements to work with other than a rather modest homemade website the owner had built herself.

So I hunkered down and produced a poster and a series of online ads and tried to give them a consistent look, despite lacking actual brand guidelines.

Meditation retreat

Recharge
Reflect
Relax

Yoga • Meditation • Workshops • Live Music • Organic Cuisine



thenarrowsretreat.co.nz | (07) 856 5052 | 021 213 8215

25 April - 6 May
Hamilton
Series of day and evening workshops

8 May - 10 May
Taupo
Residential retreat

2014

The Narrows Retreat

Meditation retreat

Recharge
Reflect
Relax



Register now!

25 April - 6 May
Hamilton
Day workshops

8 May - 10 May
Taupo
Residential retreat

Essential Ingredients of Meditation

Mon. 27 April
10:00 - 4:00

Yoga • Meditation • Seminars • Walking Meditation • Live music

\$40
Register Now!



2014

The Narrows Retreat

Facebook ads were working well for us, so I explored more ways to message our brand in these ads.



2014

The Narrows Retreat

Finally, it was time to work on brand identity.

The Narrows Retreat was closely tied to the organization Ananda, therefore our logo design was inspired by theirs.

We decided to go with a black and white logo and site design so that the property images would pop.



Register now for the 4 week Learn to meditate course starting Tuesday 18 February

[View this email in your browser](#)



Learn to Meditate: 4-Week Course [Register now!](#)

Course Start Date: Tuesday 18 February, 2020

Time: 7:00pm-8:30pm

Fee: \$120 for 4 weeks (Repeat the course)

Textbook: \$20 *Lessons in Meditation* (first day of class)

Highly comprehensive course
Includes practices for the body, mind
Learn techniques you can begin to p



466 Airport Road RD2, Hamilton 3282, New Zealand
+64-7-856 5052 | www.thenarrowsretreat.co.nz
kavita@thenarrowsretreat.co.nz

Living in the Light of the Masters Retreat for the Disciples of Paramhansa Yogananda

Friday	
4:00	Arrivals
6:00 – 7:30	Dinner
7:30 – 9:00	What it Means to be a Disciple

Saturday	
7:00 – 8:30	Morning Sadhana Energisation Exercises, morning yoga and meditation
8:30 – 9:30	Breakfast
10:00 – 12:00	Living in the Light of the Masters: In depth chapter study of <i>Autobiography of a Yogi</i>
12:00 – 12:30	How to get the most of your Seclusion
12:30 – 1:30	Lunch in silence

2014

The Narrows Retreat

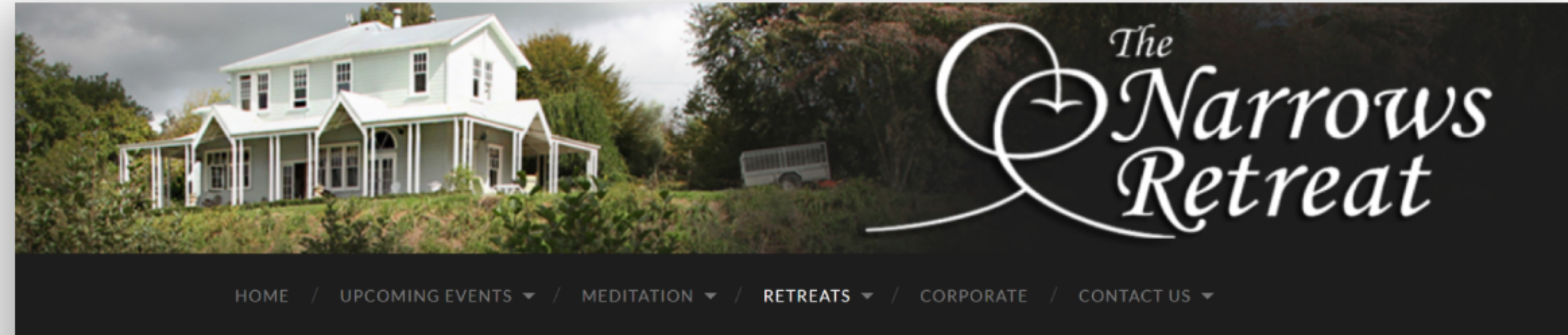
The final step was to create a new website.

We wanted the top level nav to reflect the key focus of the retreat so site visitors can know who we are at first glance. The rest of the content structure easily fell into place.

The building was once an old post office. It now sits on a tranquil riverside, shrouded by greenery and is therefore a bit of a hidden gem.

Its secluded charm is a major draw, thus it was important for us to feature the building in the banner image.

We finished with a photo shoot of the owner interacting with a client, and a client enjoying the retreat space.



Personal retreats



Spa-like pampering for your soul

Once in a while, life has the habit of throwing us a little curve ball.

Just when we think we have our goals and aspirations all arranged nicely, something starts to spin. Before you know it, our once linear and unwavering focus in life is seen swerving uncontrollably, deviating from its intended path, and hurling itself into a completely erratic



2014

Elegant Cloth Magazine

Elegant Cloth is an independent fashion and lifestyle web magazine for and by North American Muslims.

With a modest budget and zero brand recognition, we needed to find a way to make a big splash with minimum spend.

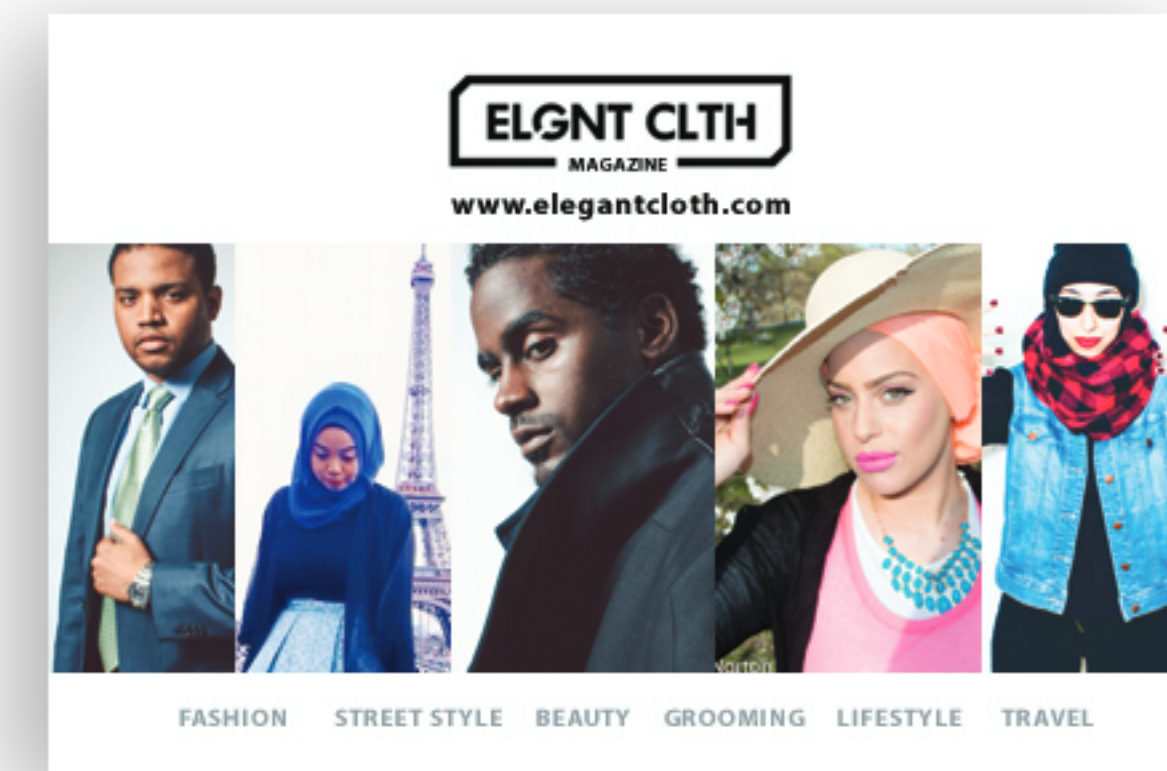
We launched the publication at a Muslim conference in Baltimore that attracts teens and young adults from all over Canada and America.

We wanted to maximize the time people spent in our booth, so our resident photographer set up to take glam photos of conference attendees.

While people waited in line they could browse our website on tablets we provided.

We also wanted to hand out flyers to passerbys who didn't want to stop for the photos.

We came up with this postcard size flyer which expresses our brand and teases our content verticals.



2014

The Joyful Buddhas

The Joyful Buddhas is a vibrant yoga and holistic health studio.

The methods at the studio were entirely secular, however the teacher wanted to introduce elements of her spiritual tradition in her classes at the studio.

We designed a series of posters and cards featuring quotes from the yoga teacher's spiritual tradition.

The poster was displayed in the studio and the cards were handed out to students and retreat guests in their packages.

Through this very informal research method, the teacher was able to gauge if her clients will be receptive to more spiritual content.

The time has come

for us to **join together as one** all races
all religions and share in the peace of

meditation

Through meditation I will give you the gifts to

HEAL and have insight into the
laws of the
universe
and its mysteries

Go now and help heal the world

Love is the answer

YOU have the **power** and
connection so use it

Vessel: Julie Sexton  thejoyfulbuddhas.com