



@SIDRAMATIK

the story of you

MODERN MEDIA STORYTELLING PRINCIPLES



**Authentic
connection is
hard work.**

—

**BEING YOURSELF (IN FRONT
OF STRANGERS) IS
TERRIFYING.**

DON'T DILUTE YOUR PERSONALITY

—

—

REAL LIFE HAPPENS.

—



Being authentic

- Design Lead (Digital Center) at ESDC
- Designer/dev for 8 years (academia, healthcare, municipal gov, federal gov)
- UX & UI design, research, analytics and front-end development

Authenticity isn't always positive or successful.

- No formal design credentials
- Took me 8 years to complete my undergrad degree
- Med school drop-out

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...Reframe the challenges into opportunities.

- Self-starter and independent
- Diverse interdisciplinary professional experience
- Motivated learner and adaptive to big changes and pivots

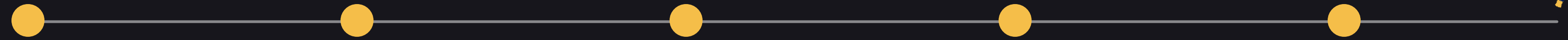


**A GOOD STORY
DRAWS YOU IN.**

—

Great stories hide lessons.

Sample Scenario



MAY

Lost job due to COVID, not eligible for EI

JUNE

Start applying for CERB, need proof of address



JULY

Try calling everyday, phone lines are tied up



SEP

Finally get address updated



NOV

Get first cheque; Start new job



**A GOOD STORY CAN
BE ABOUT BEING
EXCEPTIONAL OR
UNEXCEPTIONAL.**

—



 TikTok

@oldsena

I found this on a beach in
Karachi. It's a piece of a
beach house that was
shaped by the Arabian Sea.
I use it as a tea spoon rest
now 😊



A photograph of a woman with blonde hair tied back, wearing a dark, textured, knitted sweater. She is seen from the side, embracing another person whose face is partially visible in the background. The scene is set in a crowd, with other people blurred in the background. The lighting is warm, suggesting an indoor or evening setting. A yellow semi-transparent box is overlaid on the left side of the image, containing text.

**LEAN ON VALUES
LIKE HUMOUR,
KINDNESS, AND
RESILIENCE.**

—

Painting a vivid picture

me vibing to service
canada's hold music for
2.5 hours

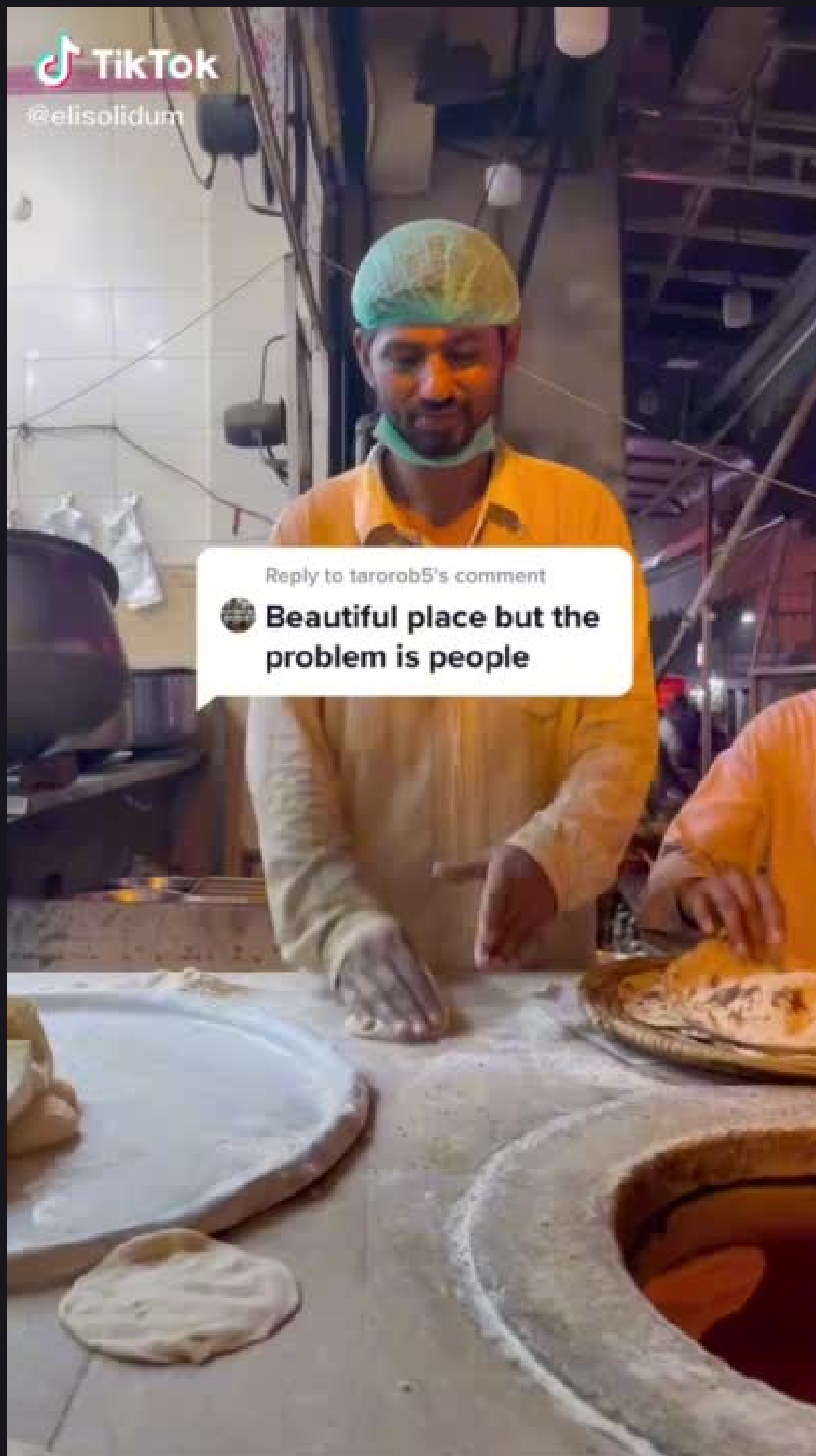


TikTok

@elisolidum

Reply to tarorob5's comment

🌐 **Beautiful place but the
problem is people**



When you finally
get through to
🇨🇦 Service Canada 🇨🇦
but it disconnects



**LIVED EXPERIENCE
IS GOLDEN.**



 **Karam Kushari** ▶ **Bunz Helping Zone** ⋮

Sat at 7:13 PM • 📷

Please help. I have a family crisis on my hands.

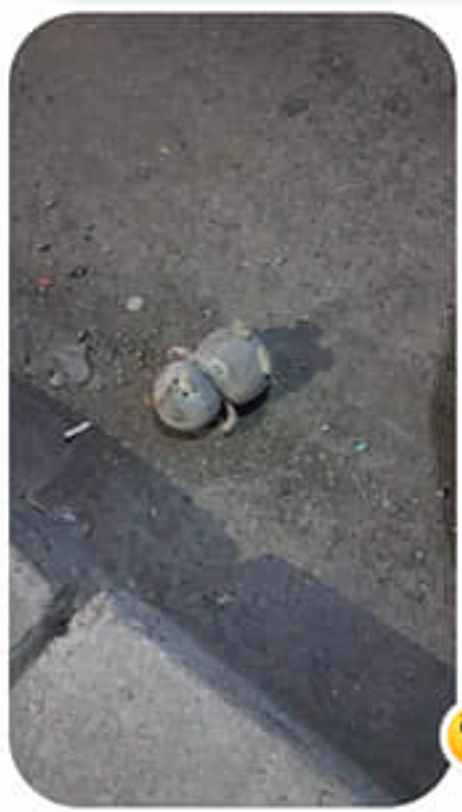
My 2 year old niece lost her pink Penny Penguin and is completely inconsolable without it. Like, won't sleep won't eat, will hold her breath until she's purple and passing out. She needs her Penny Penguin. Except they're all sold out online in Canada? Does anyone know of a place that has them in stock where I can order online or I can go in person to any store in Toronto to buy. HELP my eardrums and sanity are shattered, and my cute chub niece is heartbroken. Photo of her and her lost Penny as proof (yes she lost both the OG Penny and the back-up Penny 😭😭😭)



← Replies 🔍



Squidra Em
I JUST SAW THIS OUTSIDE 50
PORTLAND.



😱 👍 3

11h Like Reply



Squidra Em
Bringing it home for a wash.

11h Like Reply 😱 1







TAKEHOME: DON'T DILUTE YOUR PERSONALITY.

work is transforming. be part of challenging the status quo for more inclusive employment practices.

