

Farwa Babar

UI/UX Designer

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Highlights of Qualifications

- ★ Proficiency in industry leading UX Design software
- ★ Enjoys collaborating with teams and fostering positive relationships
- ★ Eager to learn and grow through new experiences.

Skills

User Research | Wire-framing | Information Architecture | Usability Testing | Low Fidelity/High Fidelity Prototyping | Inclusive Design | Competitive Auditing | Interaction Design | User Interface Design | User Experience Design | Product Design

Software

Figma | Adobe Creative Suite | Adobe XD | Adobe Illustrator | Adobe Photoshop | Adobe Premiere Pro | HTML, CSS, Javascript | Python | Zoom | Google Workspace | Office 365 | Slack | ProtoPie

Education

Honours Bachelor of Interaction Design

Sheridan College | Sept 2022 - May 2026

Relevant courses: Interaction Design, Design and Visual Language.

Experience

GoHire

UX Designer | Jun 2024 - Jul 2024

Conceived three interactive pages in Figma for a job analytics platform within a tight two-week deadline, ensuring all components were functional and met client specifications ahead of schedule to present the product.

ImmiCan

Product Design Intern | Apr 2024 - May 2024

Employed user-centred design principles to understand user needs and behaviours, translating insights into intuitive design solutions resonating with ImmiCan's target audience of immigrants and service providers.

Collaborated closely with designers and stakeholders with weekly meetings to align design initiatives with business goals.

SnapWrite

Product Design Intern | Dec 2022 - Sep 2023

Led the design and implementation of a new dashboard interface to streamline operations for small businesses, saving 45 hours per month by replacing inefficient Excel sheets with an intuitive, user-friendly solution.

PickEco Refills

UX Design Intern | Oct 2022 - Nov 2022

Spearheaded the design and creation of a high-fidelity mobile app prototype for realtors within one month using Figma, following comprehensive user and market research.

ArcPro Media Inc.

UX Design Intern | Oct 2022 - Nov 2022

Provided actionable recommendations to enhance the website's usability, accessibility, and overall user satisfaction.

Certifications

Google UX Design Certificate

Online Coursera | Apr 2022 - Sept 2022

Relevant courses: UX Design Process, Wire-framing.

Responsive Web Design

freeCodeCamp | Jun 2023

Description: HTML, CSS.

ProtoPie 101 Crash Course Completion

ProtoPie | Sep 2024

Description: Figma Plugin to Advanced Prototyping.

Research Ethics (TCPS 2: CORE 2022)

Government of Canada | Jan 2023

Description: Ethical User Research.

Designing Micro-interactions with Figma

LinkedIn Learning | May 2024

Description: Figma Prototyping.

Style Guides and Design Systems

LinkedIn Learning | May 2024

Description: Efficient Design with Style Guides.

10 Mentorship Sessions

adplist.org | Mar 2024

Learned from 10+ Design Mentorship Sessions.

Interests

Self Improvement | Exercise | Visual Arts | Cooking | Travelling | Coding | Badminton

Academic Projects

AccessiChat

UX Designer | Dec 2022 - Present

Collaborated with two other designers leading the app from conception to delivery with a double diamond design process. 100% positive feedback from interview participants.

Questopia

UX Designer | Oct 2022 - Nov 2022

Created personas and empathy maps to design an experience sparking curiosity, self-reflection, and experimentation.

SeaTrack

UX Designer | Aug 2022 - Sept 2022

Sole designer responsible for developing a specialised, responsive web experience for small businesses impacted by rising sea levels, from concept to delivery.

Awards

Honourable Mention in Augmented Creativity

Registered Graphic Designers (RGD) | Aug 2024

AccessiChat was mentioned among 1165 entries from 450 students in the RGD Student Awards.

Calgary UX Redesign Runner-Up

University of Alberta Protojam 2024 | Mar 2024

Collaborated with design partner to re-design the Calgary UX landing page in Figma over a 48 hour design event, Proto-Jam 2024.