

Farhana Haque

Product Designer

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PROFESSIONAL EXPERIENCE

UX Designer- RETMEDkids, Remote | December 2022-present

- Developed comprehensive user flows and high-fidelity wireframes for a web-based educational app for children ages 4-10, emphasizing intuitive navigation and engaging interfaces based on design specifications.
- Conducted user research to gather insights from young users, leveraged competitor analysis to refine design strategies, and actively participated in usability testing sessions to optimize the app's usability.
- Employed user personas and audience analysis to create mockups & detailed design, ensuring that the app content met their educational needs effectively.
- Produced written scenarios and storyboards to illustrate design concepts and intent, contributing to a 25% increase in design consistency across the app.

UX Designer- AnchorZero- Start-up Cryptocurrency platform, New York | July 2022- August 2022

- Utilized prototyping tools, such as Figma, to create interactive prototypes for cryptocurrency-based assets, enabling clients & stakeholders to interact with and provide feedback on the designs.
- Applied user-centered design principles to create user-friendly experiences for cryptocurrency users, ensuring the platform's intuitiveness and accessibility, contributing to a 10% increase in user satisfaction
- Worked within an Agile development environment, collaborating closely with developers and product managers to iterate on design solutions and swiftly adapt to changing project requirements.
- Employed analytical and critical thinking skills to address complex design challenges and optimize user experiences within the cryptocurrency space.

SKILLS

- User Experience
- User interface
- Wireframing
- Prototyping
- User Interface Design
- Typography
- System thinking
- Interaction Design
- Visual Design
- Problem solving
- Content strategy

GRAPHIC

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Creative Suite
- Invision
- Adobe Illustrator
- Lightroom
- AutoCAD
- Rhino 3D
- SketchUp

UX Designer, Student Project- PlanetPlant- Mobile App for Plant Trading, August 2021- November 2021

- Responsibilities included conducting 7 user interviews, creating empathy maps, 2 user personas, creating MVPs, user flow diagrams, making wireframing, doing user testing on 5 users & creating 3 functioning prototypes.

UX Designer, Student Project- GalleryPal, January 2022

- Completed a modified design sprint to create an enhanced experience for museum visitors. Generated journey maps through secondary research & user persona as well as creating critical user screens & expanding them to operational prototypes up to a certain point.

Design Technician- KPG Interdisciplinary Design, Seattle, WA | April 2019- April 2021

- Collaborated with designers, engineers & other cross-functional teams & multi-disciplinary professionals to manage several projects.
- Assisted the Project manager on FedEx's distribution center at the Seattle-Tacoma International Airport & was the point of contact for coordination including making schematic designs, detailed designs, construction drawings & specifications for the project.

EDUCATION

Springboard

UX/ UI Design Certification
Virtual | October 2022

University of Washington

Masters in Architecture
Seattle, WA | December 2018

Bangladesh University of Engineering & Technology

Bachelors in Architecture
Dhaka, Bangladesh | June 2014

AWARDS

Workshop- Attended workshop with Ar. Glenn Murcutt
Australia | April 2018