

AREEJ FATMI

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[LinkedIn](#) | [Portfolio](#)

EDUCATION

University of Toronto, Certificate in UX/UI Design

April 2021

Ryerson University, B.Comm: Retail Business Management

June 2018

TECHNICAL SKILLS

UX: User Experience Interviewing, User Need Identification, Persona Creation, Decision Flow Diagrams & Insight Synthesis.

UI: Atomic Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design, Iconography and Storyboarding.

Front-End Developing: HTML, CSS, GitHub, Bootstrap, JavaScript & JQuery

PROJECTS

OUI CHEF

- The aim of this project was to present an exceptional home cooking experience with instructional video recipes by professional chefs and voice recognition technology for time constraint users.
- Skills: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, In-Person User Testing,
- Tools: Adobe CC, Miro, Figma, InVision, Google Doc

TECHGIRLS CANADA

- TechGirls Canada is a Canadian non-profit organization that conducts research and co-designs solutions that address barriers for diversity and equity in science and technology for women. The goal of this project was to redesign the TechGirls Canada website with a focus on the information architecture hierarchy, organization branding and user experience.
- Skills: User Research, Heuristic Evaluation, Competitor Analysis, User Experience Design (UI/UX), Information Architecture, Interaction Design, Prototyping, Usability Testing
- Tools: Miro, Figma, Canva, Slack, Zoom, Google Doc

WORK EXPERIENCE

Product Designer & Creative Director, FIKA

December 2019 - November 2020

- Conducted User Research Interviews with 30+ businesses within the beauty and health industry to understand needs and challenges of business owners.
- Surveyed over 100+ consumers within the age range of 18-60 that lead a hedonistic lifestyle to understand consumer needs and challenges when booking self care services.
- Designed a low, mid and high fidelity wireframes on Adobe XD and Illustrator.
- Experiential, interaction, and interface design of high-fidelity mobile ios prototype

