Farah Munawar
UX/UI Designer

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SKILLS
Technical
- **User Research Tools:** Familiarity with user research tools Google forms for survey and Maze for guerrilla usability testing, A/B testing, collect data, and gain insights from users.
- **Prototyping Tools**: Experienced with prototyping tool, InVision and Figma that allows to create interactive prototypes that simulate user interactions and demonstrate the intended user experience.
- **Version Control Systems:** Basic knowledge of Git to collaborate with development teams and effectively manage design files and iterations.
- **Interaction Design:** Knowledge of interaction design principles and tools allows to create engaging and interactive user experiences. This includes understanding microinteractions, transitions, and animations.
- **Accessibility:** Familiarity with accessibility standards and guidelines, WCAG A11y, to ensures that designs are inclusive and accessible to users with disabilities.

Design
- Figma
- Adobe Photoshop
- Adobe Illustrator

Management
- Miro
- Trello
- Agile

Language
- English
- Urdu
- Punjabi

RELEVENT COURSEWORK
- **Introduction to User Experience Design** Authorized by **Georgia Institute of Technology** offered through Coursera
- **Fundamentals of Graphic Design** Authoroised by **California institute of the Arts** offered by Coursera

INTERESTS
- Wastepaper & Recycle Art
- Restoration of Art
- Art History
- Photography
- Basketball

EDUCATION

UX/UI Boot Camp
University of Birmingham
Present

Bachelors of FineArts
National College of Arts, Pakistan
2007-2011

FA (Intermediate_Fine Arts
Lahore College for Women University, Pakistan
2004-2006

WORK EXPERIENCE

Digital Designer
Morgan Reach Chartered Accoutants
March 2020-Present
- To increase user experience and increase client engagement,currently redesigning (UX/UI)the website for desktop and mobile
- Creating print material and event collateral that effectively communicate message and brand identity
- Optimize conversion pathways on the website, such as contact forms or consultation requests showed significant increase in client engagment in 2020

Freelance Graphic Designer
April 2014-Feburary 2020
Graphic design services to establish brand identity, create marketing materials, and product packaging design for small and medium size businesses.
- **PD Max, Brand Development and Packaging 2019** Project of Technowshop Limited The services rendered to PDMax encompassed Logo Design, Brand Identity development, Packaging Design, as well as the creation of engaging social media posters and templates.
- **LARA, UI Design Project 2018** Project of Pear Tech, Canada Had the oppurtunity to collabrate with the design team on various projects, Logo Design, App UI Design and developing a comprehensive Style guide.

Graphic Designer
Packages Limited, Pakistan
April 2011-Feburary 2014
- Role involved executing reprographic artwork for offset, flexography, and rotogravure printing, adhering to SOPs, color corrections, matching competition samples, and providing cost-cutting solutions.

PROJECTS

Redesign For Non-Profit Organisation
Greyhound Trust Mersey & Cheshire
June 2023
- Redesign helps to bring it up to par with other local websites within the same trust. While the websites of other branches have embraced modernity and user-friendliness, the Mersey and Cheshire Greyhound Trust's website falls behind in these aspects

Travel Wallet & Directory App
Travel Sync, Your Travel Companion
Feburary 2023
- Travel Sync help user organise, synchronise and collect real-time updates on airport facilities and destination information, as long queues, waiting times and juggling between apps and notes are very tiring and frustrating.