

FARIDA GURBANOVA

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SUMMARY

Solutions-savvy UI Designer with a track record of success as a Graphic Designer combining creativity and usability viewpoints to design web and mobile applications. Thrives on creating empathetic user experiences to improve brand loyalty, customer retention, and visit-to-order ratios. Proven expertise in user-centered design research, insight synthesis, persona creation, and decision mapping. An excellent interpersonal communicator and collaborator who works well on team-based projects as well as independently.

TECHNICAL SKILLS

Technical: Adobe XD, Figma, inVision, Adobe Photoshop, Adobe Illustrator, HTML5, CSS, GitHub, AutoCAD, Autodesk 3ds Max, SketchUp, Lumion, and User Interface Development

UX/UI: Wireframing, UI Prototyping, Visual Design, Visual Communication, and Interaction Design

PROJECTS

ChefMeet |

ChefMeet is a healthy food delivery service that offers nutritionally balanced and freshly prepared food. Targets young working professionals and busy individuals who can trust ChefMeet to help achieve a healthier lifestyle.

- Role: Ideate, Research, User Flow, Wireframes, and Visual Design. Performed user testing, prototyping, and UX interviewing.
- Adobe XD, Invision, Photoshop, Miro, Trello, UXPressia, Flowmapp, Rotato, Google Slides, and StoryboardThat

EXPERIENCE

Interior Designer

2018 – 2019

Qala Group; Baku, Azerbaijan

- Conceptualized and sketched design plans.
- Undertook design project from concept to completion.
- Created 3D SketchUp modeling presentations for design proposals.

Architect

2017 – 2018

Project Institute; Baku, Azerbaijan

- Drafted plans for zoning review using AutoCAD.
- Assembled and produced materials including renderings, diagrams, and charts for presentations.

Junior Architect

2016 – 2017

Baku State Institute of Technology; Baku, Azerbaijan

- Worked closely with designers, decorators, architects and constructors.
- Produced full-color renderings to illustrate projects to clients.
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EDUCATION

UI/UX Bootcamp Certificate - University of Texas, Austin, Tx

Bachelor's Degree in Architecture - Azerbaijan Architectural & Construction University, Baku, Azerbaijan

Master's Degree in Architecture - Azerbaijan Architectural & Construction University, Baku, Azerbaijan