

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 | <http://faridagurbanova.com/chefmeet.html>

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.
- Tool: Adobe XD, Invision, Photoshop, Miro, Trello, UXPressia, Flowmapp, Rotato, and StoryboardThat

Texas DPS | <http://faridagurbanova.com/dps.html>

The Department of Public Safety (DPS) provides regulatory and law enforcement services to all users and enhances public safety through the licensing of Texas drivers. Users can use DPS website to use existing services provided by DPS. Our team redesigned the website as it was not very user friendly, lacking clear hierarchy and it had complicated user flows and outdated design.

- Role: Problem Statement, Research, Wireframes, Visual Design
- Tool: Adobe XD, Photoshop, Miro, Flowmapp, Giphy Capture and Unsplash

Social Butterfly | <http://faridagurbanova.com/socialbutterfly.html>

Social Butterfly is a platform that helps users socialize during COVID-19 pandemic. As people are craving social interactions and meeting new people in these unprecedented times, a platform dedicated to meeting this need had to be born.

- Role: UX Research, UI Design, and Coding.
- Tool: Figma, GitHub, Miro, Visual Code Studio, Unsplash, and Bootstrap

EXPERIENCE

UI Designer

2020 – 2020

Feeling Blessed; Austin, Texas

- Evaluating user requirements in collaboration with product manager and engineers.
- Preparing and presenting rough drafts to team members and key stakeholders.
- Redesigning existing components adhering to style standards on fonts, colors and images.

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.

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