FARZANA PRIANKA

UX/UI Designer

www.farzanaprianka.com

PERSONAL PROFILE

- User Experience Designer with background in web development and marketing.
- Currently volunteering as a UX/UI designer in Hack For LA.
- Graduate of User Experience Design Course & Web Development Immersive Bootcamp of Juno College of Technology, Toronto.
- MBA in Marketing.
- 5 years of professional experience in project management, client/customer service, and collaborating with cross-functional teams in a fast paced environment.

ACADEMIC PROFILE

Juno College of Technology

User Experience Design Course, 2020
Web Development Immersive Bootcamp, 2020
Web Development Fundamentals, 2019

University of Dhaka
MBA in Marketing, 2012

SKILLS AND ABILITIES

-Wireframe, Prototype, & Visual Design Tools:
Sketch, Figma, InVision, Miro, Adobe XD, Illustrator, Photoshop

-User Research, Design and Strategy
User Interviews, Empathy Map, Persona, User Stories, User Journey Map, Accessibility, Competitive Audit, User Flow, Storyboards, Information Architecture, Sitemap, Wireframe, Low & Hi-fidelity Mockups, Interactive Prototype, Usability Test, Color Theory, Typography, Iconography, Responsive Design, Design Thinking, Design Systems, Card Sorting, Heuristics Analysis, Visual Hierarchy, User-Centered Design (UCD), Interaction Design

-Front end Development
HTML, CSS, SCSS, Javascript, jQuery, React

CONTACT DETAILS

Mobile: 647-886-2953
Email: farzana.prianka@gmail.com
Portfolio: http://farzanaprianka.com/
Likedin: https://www.linkedin.com/in/far-pri/
Calgary, Canada

CERTIFICATION

Google UX Design Professional Certificate, 2021

EMPLOYMENT HISTORY

UX/UI Designer (Volunteer)

Hack for LA | December, 2020 - Present

- Collaborate with UX designers, product managers, and developers to incrementally design digital products.
- Interaction design, contribute to design system, create wireframes, prototypes, & user flows, conduct usability test and optimize UI layout using Figma.

Assistant Manager, (Experience Sharing Program)

Infrastructure Development Company Limited | July, 2013 - November, 2017

- Successfully implemented 12 experience sharing project on rural electrification by managing stakeholders and collaborating with cross-functional teams. Achieved 40% revenue growth by redesigning the learning experience.
- Assisted in designing site map and identifying all interactions requirements of company's Document Digitization Software which improved employee engagement workflow.
- Contributed in establishing social media presence, company branding, launching and updating company websites, organizing public relationship events, & developing promotional and publication material.