







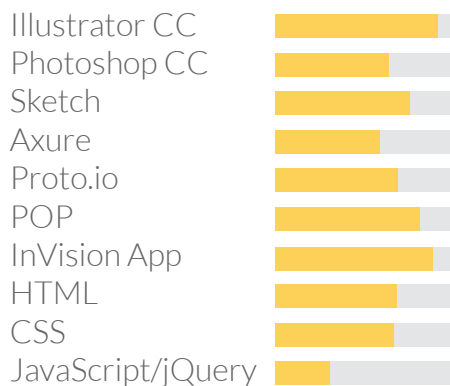
Fahmida Azad

UX/UI DESIGNER

 azadyourself.com
 fahmidazad@gmail.com
 910.584.7572
 LinkedIn Profile

SKILLS

Tools & Languages



Design

Wireframing
Prototyping
Interaction Design
Site/App Maps
User Flow Diagrams
User Testing
Competitive Analysis
Heuristic Evaluations
User Personas
Affinity Diagramming

EXPERIENCE

- Visual Designer** March 2015 - Present
Child's Cup Full | Chicago, IL
Provided strategic direction for a comprehensive rebranding process through creating a style guide and iterations of a rebranded logo. Created product tags, rebranded wholesale & retail catalogs as well as print and digital collateral items for large partnerships.
- UX/UI Consultant** February 2015 - May 2015
DASHTAG | Chicago, IL
Created wireframes, mockups and prototypes to conduct multiple user testing sessions to launch a website for Dashtag. Created site maps and worked with the founding developers to design key interactions.
- UX Researcher** February 2015 - March 2015
GigScout | Chicago, IL
Conducted an usability audit and a heuristic evaluation on existing app to create wireframes for GigScout's website. Created wireframes, mockups and clickable prototypes to conduct A/B user testing for a web platform.
- Bilingual Call Specialist** January 2013 - June 2014
Polaris Project | Washington, DC
Responded to human trafficking cases as first point of contact at the National Human Trafficking Resource Center. Provided crisis assistance to potential victims through safety planning, emotional support and potential extractions. Coordinated services for potential victims through working with service providers and law enforcement agencies.

EDUCATION

- UX/UI & Front-End Development Bootcamp** March 2015
DESIGNATION Labs | Chicago, IL
12 week (60 hrs/week) apprenticeship focused on learning fundamentals of human-centered design, user experience design and research methodologies in an agile work environment. Built responsive websites and worked on 3 client projects.
- Bachelor of Arts in Psychology** May 2009
University of North Carolina at Chapel Hill
Selected member of the Order of the Golden Fleece - UNC's highest honor society. Recognized for commitment to social change, organizing Nobel Laureate Muhammad Yunus lecture at UNC, and creating programs dedicated to humanitarian issues affecting Bangladesh as the co-founder of AASHA.