Farrah Fazirah
UX, Visual & Empathy

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Experience

Product Designer / empathyin.design

March 2020 — Present

I'm an independent product designer working with friends and clients to build meaningful products with great interfaces. I have a wide range of experience across different industries — from blockchain & e-commerce to non-profit.

User Experience Designer / WWF Singapore

November 2019 — January 2021

I collaborated closely with project managers, copywriters and developers to design and execute nationwide campaigns. I facilitated workshops and brainstorming sessions within cross-functional teams.

Product Designer / AlphaWallet

July 2018 — July 2019

I worked closely with a team of blockchain developers to design & develop a cryptocurrency wallet for users and businesses. I designed both consumer and developer products, and managed AlphaWallet's design system across iOS, Android and web.

Visual Designer / Neel Pte. Ltd.

June 2015 — February 2017

I oversaw the whole e-commerce operations of the B2C aspects. I led the design process from inception, visual design & branding to marketing & logistics.

Education

Orita Sinclair

Diploma in Interaction Design
2020 — 2021
GPA 3.5 / 4

Nanyang Academy of Fine Arts

Diploma in Arts Management
2012 — 2015

Projects

Sidekick (Virtual Human Chatbot)

January 2021 — Present

I designed and built a virtual human chatbot for victims of cyber bullying. I started this project as part of my vision to make the digital space safer for everyone. I designed and engineered the high level conversational flow between chatbot and user.

Youth Mental Health Research

August 2020

I took part in a mental health research by Studio Dojo and Common Ground. Along with 18 UX researchers, we made sense of the data and presented our findings to stakeholders.

Skills

Tools
- Figma
- Protopie
- Sketch
- Photoshop, Illustrator

Development
- HTML / CSS
- Javascript
- SASS, Gulp
- Git

Research
- Surveys
- Personas
- Interviews
- Competitor Analysis
- Journey Mapping
- Storyboarding

Testing
- Remote testing
- Guerilla testing
- A/B testing and analysis

Hobbies

Muay Thai

Hiking long trails

Writing horror stories

Gaming

Reading non-fiction

Watching crime documentaries