Fayeka Fateh

Email: fayeka0308@gmail.com | Phone: 703.869.7008 | Chantilly, VA | LinkedIn: https://www.linkedin.com/in/fayeka-fateh-0aa79197/ | Portfolio: https://fayekafateh.github.io/UX_UI_HW_17/

Junior UX/UI Designer

User Experience and User Interface designer with combined experience in Architecture delivering commercial and residential projects, marketing and social media presence specializing in E-commerce store, quantitative and qualitative research and UX/UI design seeking to obtain a role in the UX/UI industry. A professional team player with hands-on practice of designing multiple projects from ideation to execution and delivering them by the deadline. Passionate and patient about delivering human centered unique designs that meets the needs of the stakeholders.

User Experience | User Interface | User research | User-Centered Design | Responsive Web Design | Nonprofit Web Design | A/B Testing | Usability Testing | GitHub | Visual Studio Code | Wireframing | Mock-ups | Prototyping | Figma | Figjam | Miro | Axure | InVision | Trello | CSS | HTML | Adobe Photoshop | Canva | Autodesk AutoCAD | Sketch-up | V-ray | CorelDraw | Google (Doc, Sheet & Slide) | Microsoft (Word, Excel & PowerPoint) | Zoom

Proficient in English, Bangla & Hindi Language | Basic French Language

UX/UI Projects

UX Design Project | Got to Go App |
The aim was to build an app that can help users locate nearby public restrooms with the minimum number of clicks and include features that allow users to proactively, even automatically, find public restrooms that meet their filtered needs.
- Skills | Technologies Used: User Research, User Interviews, Surveys, Analysis, Competitor Analysis, Persona Creation, Ideation, User Experience Design, User Interaction Design, User Testing, Figma, FigJam, Adobe Photoshop & Illustrator, Google Drive/Docs/Slides/Sheets, InVision, Trello, Zoom & Slack.

Responsive Federal Website Redesign | DisasterAssistance.gov |
DisasterAssistance.gov is a federal website that provides disaster survivors with information, support, services, and means to access and apply for disaster assistance through joint data-sharing efforts between federal, tribal, state, local, and private sector partners. The aim was to redesign, improve navigational systems and make a responsive website that can help users navigate through the website and other provided services efficiently.
- Skills | Technologies Used: User Research, User Interviews, Surveys, Analysis, Competitor Analysis, Persona Creation, Ideation, User Experience Design, User Interaction Design, User Testing, Website and User Flow Annotations, A/B Testing, Figma, FigJam, Miro, Adobe Photoshop, Google Drive/Docs/Slides/Sheets, InVision, Trello, Adobe Color, WebAim, Zoom & Slack.

Nonprofit Website Redesign | Metro Ferals |
The aim was to redesign the website that can help users locate necessary services provided in an efficient functional and organized platform with features that allow users to proactively trap, neuter return/adopt feral cats or volunteer for Metro Ferals.
- Skills | Technologies Used: User Interviews, Surveys, Analysis, Competitor Analysis, Persona Creation, Ideation, User Experience Design, User Interaction Design, User Testing, Website and User Flow Annotations, Figma, FigJam, Miro, Adobe Photoshop & Illustrator, Google Drive/Docs/Slides/Sheets, InVision, Trello, Adobe Color, WebAim, Zoom & Slack.

Work Experience

SMALL BUSINESS OWNER **(08/2021 - Present)**
COMPANY: Sonali Haat **Location:** Chantilly, Virginia
- E-Commerce store specializing in South Asian jewelry, clothing, and accessories.
- Successfully set up online presence on Shopify, Instagram, and other social media platforms
- Actively connected with, negotiated prices/terms, and effectively procured and sold thousands of inventory items from international suppliers.
- Actively market the store in-person and online to increase sales and the customer base.

FREELANCE ARCHITECT **(07/2018 - 09/2019)**
COMPANY: Self Employed **Location:** Dhaka, Bangladesh
- Started a freelance architecture project with a business partner to design a vacation home for a client
- Creatively created 2D and 3D drawings of the home in a Mediterranean style per client's request
- Accurately made detailed drawings of the exterior, interior, boundary walls, and landscape.
- Client accepted the design and construction would be completed later without our involvement.

JUNIOR ARCHITECT **(07/2017- 07/2018)**
COMPANY: Rumana Malik & Associates (RMA) **Location:** Dhaka, Bangladesh
- Consistently assisted the principal architect in 3D modeling and rendering, detailed designing, and drafting of exteriors and interiors of two commercial, three residential and one competition projects.
- Diligently met with clients to understand their design philosophies and supervised construction teams on-site to ensure the built design is as per the drawings.
- Actively led projects for clients during the absence of the principal architect.
- Successfully completed a full-scale renovation of an apparel factory and modernized their logo.
- Rationally drafted construction drawings using the Floor Area Ratio calculation for a new residential complex in Dhaka.
- Effectively used 3D modeling (V-ray and Sketchup) to design a shopping mall and residence combination.
- Participated in the Institute of Architects of Bangladesh's competition to creatively design a new headquarters for the National Housing Authority of Bangladesh.

INTERN ARCHITECT **(09/2015- 12/2015)**
COMPANY: SHELTECH PVT LTD Location: Dhaka, Bangladesh
- Architecture Intern for one of Bangladesh's largest real-estate developers
- Diligently involved in small scale detailed designs of residential complexes such as custom-made furniture, floor tiles, boundary walls, and landscaping.
- Creatively designed brochures that included designs of interior and exterior of residences to assist the client in visualizing their potential purchase and increase sales for the firm.
- Confidently participated from inception (drawing/design) to completion (livable home) of a vacation home on the outskirts of Dhaka for a client of the firm.

Education & Certification
- **Certificate - UX / UI Design Boot Camp** – The George Washington University – Washington, D.C.
- **Bachelors in Architecture (B.Arch.)** – BRAC University – Dhaka, Bangladesh