Fayeka Fateh

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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 | Wireframing | Mock-ups | Prototyping | CSS | HTML | JS | JQuery | Figma | Figjam | Miro | Axure | InVision | Trello | GitHub | Visual Studio Code | Codepen | 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

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.

UX UI Coded Design Project| Unveiled |
The aim was to design an application for museum visitors to learn and engage through the use of AR and create enriching and engaging opportunities to explore Smithsonian museum exhibits they visit.
- Skills | Technologies Used: User Interviews, Surveys, Analysis, Competitor Analysis, Persona Creation, Ideation, User Experience Design, User Interaction Design, User Testing, On-site Data Collection & Research, HTML, CSS, JS, JQuery, Figma, FigJam, Adobe Photoshop & Illustrator, ScreentoGIF, InVision, Trello, Adobe Color, WebAim, Visual Studio Code, Github, Codepen, 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 an online presence on Shopify, Instagram, and other social media platforms.
- Connected with, negotiated prices/terms, and 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.
- Created 2D and 3D drawings of the home in a Mediterranean style per client's request.
- Successfully 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
- Diligently assisted the principal architect in 3D modeling and rendering (V-ray and Sketchup), detailed designing, and drafting of exteriors and interiors of two commercial (shopping mall, factory), three residential projects and participated in the Institute of Architects of Bangladesh's competition to design a new headquarters for the National Housing Authority of Bangladesh.
- Regularly 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.
- Drafted construction drawings using the Floor Area Ratio calculation for a new residential complex in Dhaka.

INTERN ARCHITECT   **(09/2015- 12/2015)**
COMPANY: SHELTECH PVT LTD   Location: Dhaka, Bangladesh
- Architecture Intern for one of Bangladesh's largest real-estate developers
- Actively involved in small scale detailed designs of residential complexes such as custom-made furniture, floor tiles, boundary walls, and landscaping.
- 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.
- 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