

Fayeza Tasnim

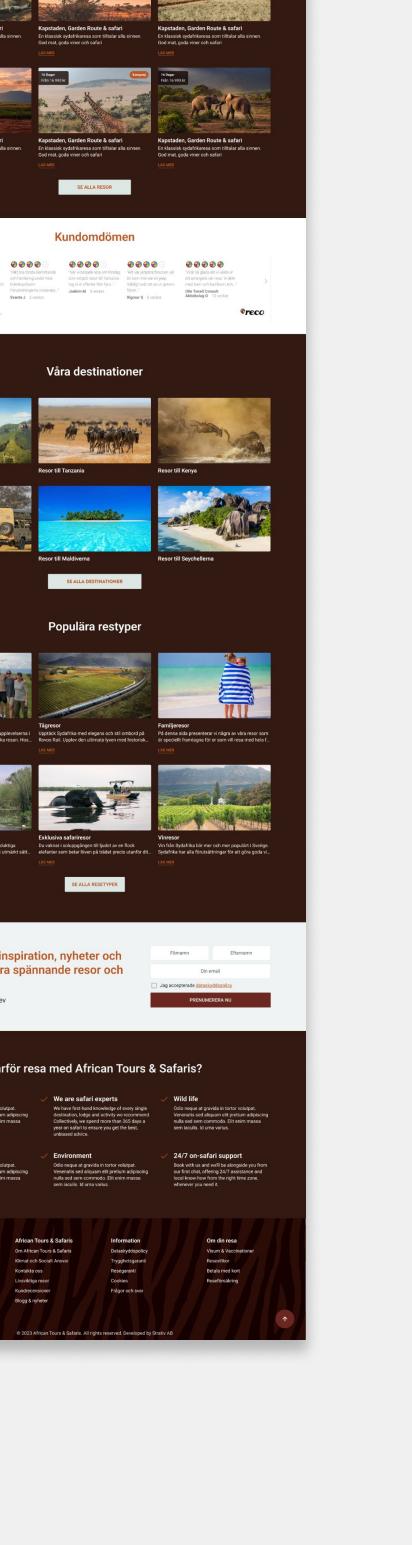
UI/UX Designer

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I am a Product & UI/UX Designer with a background in Electronics and Telecommunication Engineering and 3+ years of experience in user-focused interface design. I specialize in the design process—from research to prototyping—using tools like Figma and Adobe Creative Suite. My goal is to create intuitive designs that enhance user experiences.



Website redesigns

1. African tours website

Before:

- Inconsistent layout across sections, leading to a disjointed user experience.
- The color scheme lacked cohesiveness and did not align with the desired brand identity.
- No distinctive graphic patterns representing the brand's ethos or identity.

After:

- Updated brand colors to reflect an African environment, creating a culturally relevant and immersive experience.
- Improved the color combination to enhance visual harmony and improve overall user experience.

2. LumberScan

Website Redesign Highlights: Before & After

- Hero Section:** Added real-time drone video and product mockup to engage users and increase time spent on the page.
- Features & Objectives:** Introduced clear sections to explain the product, enhancing user understanding and retention.
- Step-by-Step Process:** Created a simple guide to how the product works, streamlining navigation and improving user flow.
- FAQ Section:** Added to help users find answers quickly, boosting user satisfaction and reducing support inquiries.
- CTA Before Footer:** Introduced a strong call-to-action to increase conversions and drive more leads.
- Team/Contact Section:** Enhanced visuals and functionality for better user interaction, improving engagement and approachability.

2. Magnus & Friends (Development ongoing)

Booking flow Redesign Highlights: Before & After

- Booking Flow Update:** Moved the booking section to a more prominent location, addressing user difficulty in finding it.
- Enhanced Structure:** Introduced a structured, three-step booking process to provide clarity and ease, fostering user confidence and trust.
- Improved User Experience:** Simplified the layout to enhance usability while ensuring a smooth and intuitive booking experience.

Other works

