

Maryem Farooqi

UX Designer

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PROFILE

I'm a marketing designer turned UX designer. I enjoy combining my marketing skills with my UX knowledge to make impactful design choices for businesses.

SKILLS

Figma, Adobe Illustrator, Adobe After Effects, Adobe XD

EXPERIENCE

Social Media Designer | Fatima Fellowship

FEB 2023 - PRESENT, HAMILTON, ON

- Developed brand and marketing and saw an increase in 65% across all social media followings.

Freelance UI Designer | Monstafell Solutions

OCT 2022- DEC 2022, HAMILTON, ON

- Worked on the UI design for Monstafell Solutions.

Web Developer | FindSuri

JAN 2022 - APRIL 2022, WATERLOO, ON

- Created the front end for the website FindSuri.

Marketing Designer | Driverseat Inc

AUG 2020 - AUG 2021, KITCHENER, ON

- Conducted first-click UX testing sessions and produced interactive UI prototypes for landing pages in Adobe XD. A 23% improvement in landing page conversion rates and an increase in lead generation for our marketplaces was the result.

Call Center Representative | Ruffalo Noel Levitz

SEP 2016 - JAN 2017, WATERLOO, ON

- In charge of outgoing calls to alumni from University of Waterloo.

EDUCATION

BrainStation | Diploma, User Experience Design

APR 2023 - JUNE 2023, TORONTO, ON

Conestoga College | Advanced Diploma, IT Innovation and Design, Co-op

JAN 2019 - JUNE 2022, WATERLOO, ON

- 1st place winner of IT Innovation and Design Capstone Awards

PROJECTS

UX Designer | Brainstation x Microsoft Industry Project

JUNE 2023, HACKATHON

- Worked in a team of developers and data scientists to create a customized privacy selection system for Microsoft users.