

Farizah Naeem

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WORK EXPERIENCE

Digital Content Writer Intern | *Cultural Industrial Heritage Centre* JAN 2026 - Present

- Led content research, writing, and auditing for a nonprofit **website redesign**, including drafting and publishing articles, improving clarity, accessibility, and usability for public audiences
- Structured and prioritized website content to support **information architecture**, aligning front-end content presentation with back-end organization and organizational goals
- Applied accessibility-informed and plain-language practices to optimize **web and social media content**, increasing usability and audience engagement.

IT Coordinator | *Take a Pain Check Foundation* AUG 2025 - Present

- Collaborate with cross-functional teams to continuously improve the organization's website, performing regular updates, troubleshooting technical issues, and ensuring accessibility, usability, and reliable performance aligned with user needs.
- Coordinate **digital communications**, including writing and sending emails to guests and stakeholders to support event delivery and outreach
- Manage and update the organization's **YouTube channel**, organizing content and maintaining a clear, accessible public-facing presence

ACADEMIC DESIGN PROJECTS

Grand River Council on Aging | *Capstone Design Project* SEP 2025 - Present

- Conducted background research, competitive analysis, and SWOT analysis to understand the digital landscape and organizational context
- Designed and analyzed surveys and user interviews to identify key pain points among older adults
- Developed user archetypes, journey maps, and storyboards to translate research insights into user-centred design opportunities
- Currently conducting card sorting and tree testing to validate information architecture and improve findability
- Creating low- to high-fidelity prototypes informed by research and accessibility considerations

KITE: Research Roundup | *Interactive Puzzle Game* JAN - MAR 2024

- Designed and developed a collaborative puzzle-based game to address low engagement from potential research partners, supporting KITE's goal of fostering stakeholder participation and co-design in healthcare innovation.
- Led usability testing by defining test scenarios, observing player interactions, and synthesizing feedback; iterated on game mechanics and instructions to improve clarity, flow, and collaborative play.
- Co-authored the research report and refined the final presentation; project awarded **3rd Place – Scotiabank Prize**.

Grand River Blues Society | *Website Redesign* SEP - NOV 2023

- Conducted content audit, information architecture restructuring, and accessibility-focused wireframing to improve navigation clarity and content discoverability for new and returning users.
- Redesigned key pages in Figma to reduce cognitive load and improve task completion, resulting in a clearer and more usable site experience.

Region of Waterloo Pocketcards | *Accessible Community Service Design* SEP - NOV 2022

- Identified a lack of easily accessible, on-the-go information for food and shelter services; designed portable, pocket-sized resource cards in Figma to improve discoverability for individuals in need.
- Consolidated essential service information into a clear, readable, and practical format informed by user needs and real-world constraints; project awarded **3rd Place – Scotiabank Prize**.

EduVent | *School Events App* SEP - NOV 2022

- Designed a centralized university events app in Figma to address fragmented event information across multiple campus councils, improving discoverability for first-year students.
- Created user flows, wireframes, and interactive prototypes, prioritizing clear navigation and accessible design.

EXTRACURRICULAR ACTIVITIES

Summer Leadership Experience in China | Wilfrid Laurier University JUL 2024

- Selected to participate in a month-long international leadership and cultural exchange program, representing Wilfrid Laurier University across multiple cities in China.
- Collaborated closely with a cohort of five students to engage with local communities, students, and educators, strengthening cross-cultural communication, adaptability, and global collaboration.
- Contributed to group discussions, cultural activities, and community interactions that fostered mutual understanding, relationship-building, and international connections.

User Experience Professionals Association (UXPA) | Wilfrid Laurier University JUN 2024

- Awarded the Scotiabank Experiential Prize to attend UXPA 2024 in Fort Lauderdale, Florida, recognizing academic excellence and professional potential in UX design.
- Engaged in industry workshops, talks, and networking sessions focused on user research, service design, accessibility, and ethical UX practices.
- Built connections with UX professionals and peers, gaining insight into real-world UX challenges and best practices that inform my academic and professional work.

SKILLS

Design & UX

- Wireframing, prototyping, design systems
- Interaction design, service design, visual design, graphic design
- Accessibility (WCAG 2.0 / AODA), responsive web
- User flows, journey mapping, empathy mapping
- Agile methodologies

Research

- User interviews, surveys
- Information architecture, card sorting, tree testing
- Usability testing, heuristic evaluation

Tools

- Figma, FigJam, Miro, Canva
- HTML, CSS
- Google Analytics, Adobe Creative Suite

EDUCATION

Wilfrid Laurier University | *Honours Bachelor of Design in User Experience Design* Jun 2026

Holy Name of Mary Catholic Secondary School | *Ontario Secondary School Diploma* Jun 2020

AWARDS & SCHOLARSHIPS

- In-course scholarship 2023 - 2026
- Scotiabank Experiential Prize 2023
- Scotiabank UXD Scholarship 2023
- Council Member of the Year Award 2023
- TCF Youth Bursary 2022
- The Dominic Didomizio Scholarship 2022

CERTIFICATIONS

- Intercultural Certificate 2024
- TCPS-2 2024
- Writing With Inclusive Language 2022