Farizah Naeem

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EDUCATION

Bachelor of Design in UXD

Wilfrid Laurier University
Brantford, ON, 2022-Present

- Current GPA 11.45 out of a 12.00 scale

SKILLS

- Proficient in wireframing, prototyping, and design system thinking.
- Exceptional writing skills in reporting and presentations.
- Enhanced communication skills while collaborating on user experience projects.

Figma • Adobe XD • HTML
CSS • JavaScript • Agile • Scrum

AWARDS & SCHOLARSHIPS

- In-course scholarship, 2023 & 2024
- 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

EXTRA CURRICULARS

Faculty of Liberal Arts Student Society, Event Coordinator

Wilfrid Laurier University
Brantford, ON, Jan-Apr 2024

Brantford Residence Council Vice President of Operations

Wilfrid Laurier University
Brantford, ON,
Sep 2022-Apr 2023

PROJECTS

KITE: Research Roundup | Design Thinking II, Jan-Mar 2024

Designed and developed a collaborative puzzle game to rebrand KITE's image, strategically engaging potential partners by fostering teamwork and creativity, ultimately driving co-design opportunities for innovative healthcare solutions.
- Led the usability testing of the game
- Co-authored the report and edited the final presentation
- Awarded 3rd place for the Scotiabank Prize Award.

Grand River Blues Society | Information Design, Sep-Nov 2023

Redesigned the Grand River Blues Society website as part of a 2nd-year university project, leveraging user-centered design principles to improve site organization, accessibility, and usability, resulting in an enhanced experience for new visitors and active members while fostering greater engagement with the organization.

Region of Waterloo Pocketcards | Design Thinking I, Sep-Nov 2022

Designed pocket-sized, brochure-style cards in Figma as part of a university initiative and team project, addressing the need for accessible food and shelter resources by consolidating essential information into a portable format, ensuring usability and practicality for those in need.
- Awarded 3rd place for the Scotiabank Prize Award.

RELEVANT UXD EXPERIENCE

CyberStart Canada

Rogers Cybersecure Catalyst, Toronto, Oct 2025-Present
- Currently participate in Cyberstart Canada, developing foundational cybersecurity skills and knowledge by actively solving challenges and applying learned concepts to real-world scenarios.

Take a Pain Check Foundation - IT Coordinator

Global Youth-Led Non-Profit Organization, Aug 2025-Present
- Currently manage and maintain the Take a Pain Check Foundation website by performing regular updates and resolving technical issues, ensuring optimal functionality, accessibility, and a seamless user experience for visitors.

Scotia Rise I-Innovate Digital Media and E-Commerce Program

Springboard Employment Services, Scarborough, Aug-Sep 2025
- Completed an 8-week program, where I gained hands-on experience in Figma, video production, web design, digital marketing, and e-commerce; developed essential pre-employment and professional skills; and earned a Certificate of Completion, strengthening my readiness for the digital workforce.

uXperience Design Jam - Sponsored by Sun Life

University of Waterloo, Stratford, November 2024
- Collaborated with a team of 6 in an all-day design jam to develop an innovative solution focused on enhancing financial fluency.

Summer Leadership Experience in China

Wilfrid Laurier University, Brantford, July 2024
- Participated in a month-long cultural exchange in China, representing and promoting WLU while collaborating with a group of five other students to engage with diverse cultures and foster international connections.

User Experience Professionals Association (UXPA)

Wilfrid Laurier University, Brantford, June 2024
- Participated in UXPA 2024 in Fort Lauderdale, Florida, as a recipient of the Scotiabank Experiential Prize, where I gained valuable knowledge and made new connections within the UX community.

PAID EXPERIENCE

Picker, The Authentic T-shirt Company, Mississauga, Oct-Dec 2021
Packer, The Clorox Company, Brampton, July-Sept 2021
Picker, NLS – Aritzia, Mississauga, May-July 2021
Data Entry Clerk, DB Schenker, Brampton, Sept 2020-May 2021