Farizah Naeem

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EDUCATION

Bachelor of Design in UXD, Co-op Option

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

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.

Mobile Hygiene Station | Maker Lab I, Oct-Nov 2023

Created a Mobile Hygiene Station prototype to promote social justice by providing 24/7 clean water access and fostering inclusivity and community engagement.

DIY Planter Box | Maker Lab I, Sep-Oct 2023

Redesigned an accessible box into a sustainable Planter Box using user-centered design and recycled materials to optimize indoor gardening in limited spaces.

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.

EduVent | Digital Technology Lab, Sep-Nov 2022

Designed a Figma prototype for a school events app, simplifying event discovery by unifying information on a single, accessible platform for students and faculty.

UXD EXPERIENCE

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

- A month-long cultural exchange in China, representing and promoting WLU while collaborating with a group of six 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