

Farizah Naeem

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WORK EXPERIENCE

Social Entrepreneurship Fellow | *HerStart International Fellowship, Youth Challenge International* **MAY - AUG 2026**

- Conducted **stakeholder interviews** with Ugandan entrepreneurs and transformed **qualitative insights** into impact stories highlighting community outcomes and social impact.
- Researched and developed concept notes, organizational resources, and communication materials to support nonprofit partners and strategic initiatives.
- Collaborated cross-culturally with entrepreneurs and community leaders to identify market opportunities, conduct research, and provide insights supporting social enterprise growth.

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

- Led content audits, research, and restructuring for a nonprofit **website redesign**, improving information clarity, accessibility, and user navigation.
- Structured and prioritized website content to improve information architecture, content organization, and user navigation while aligning with 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 - JUN 2026**

- Collaborated with cross-functional teams to maintain and improve the organization's website, troubleshooting technical issues while enhancing accessibility, usability, and performance.
- Coordinated **digital communications** and stakeholder outreach, supporting event promotion and organizational engagement.
- Maintained and organized YouTube content strategy to improve accessibility and public-facing information delivery.

ACADEMIC DESIGN PROJECTS

Grand River Council on Aging | *Capstone Design Project* **SEP 2025 - APR 2026**

- 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
- Validated information architecture through card sorting and tree testing; created low- to high-fidelity prototypes informed by research insights 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.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Summer Leadership Experience in China | Wilfrid Laurier University

JUN - JUL 2024

- Led and facilitated a summer camp for Chinese students, planning and delivering engaging educational and cultural activities.
- Represented Wilfrid Laurier University by promoting post-secondary opportunities and engaging prospective students through presentations and discussions.
- Navigated cross-cultural and language barriers while collaborating with local educators and students, strengthening communication, adaptability, and leadership skills.

UXPA 2024 Conference - Scotiabank Experiential Prize Recipient | Wilfrid Laurier University

JUN 2024

- Awarded the **Scotiabank Experiential Prize** to attend UXPA 2024 in Fort Lauderdale, Florida, in recognition of academic excellence and potential in UX design.
- Engaged with industry leaders through workshops and networking, gaining practical insights into user research, accessibility, and emerging best practices to strengthen academic projects and professional design work.

SKILLS

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

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

EDUCATION

Wilfrid Laurier University | Bachelor of Design (Honours), User Experience Design — High Distinction

JUN 2026

Minor: Psychology

Holy Name of Mary Catholic Secondary School | Ontario Secondary School Diploma

JUN 2020

AWARDS & SCHOLARSHIPS

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

2023 - 2026

2023

2023

2023

2022

2022

CERTIFICATIONS

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

2024

2024

2022