

Farah Akhtar

[LinkedIn](#) | [Email](#) | [Portfolio](#) | +44 7721 183 408

Experience

AimHigh.Life

UX Designer – Productivity App Start-Up (March 2024 – Present)

- Conducted user research to identify pain points and actionable insights to improve usability and task clarity, redesigned core features.
- Conducted initial discovery and market research, enabling new product launch.
- Led iterative design cycles, validating changes through multiple rounds of user testing.
- Implemented data-driven refinements to optimise the user experience.
- Established new design system using Figma and collaborated with development team for implementation.
- Developed accessible, interactive prototypes and visualisations using a multitude of tools for diverse use cases.

Your Workspace

Sales Coordinator – Commercial Furniture and Technology Solutions (August 2024 – January 2025)

- Designed user-focused workplace solutions by aligning client needs with smart storage technology.
- Coordinated with commercial furniture and technology suppliers, delivering user-focused workplace solutions within a B2B environment
- Gathered client insights to inform data-driven proposals and presentations.
- Collaborated with diverse group of stakeholder, devising and executing project strategy in accordance to client scope
- Advocated for new technologies through training and supplier engagement to drive product excellence.

Outgrowth Digital LLC

UX Designer – Marketing Agency (June 2023 – June 2024)

- Rebranded companies through logo updates and redesigned commercial material for consistent design language to develop brand identity.
- Observed analytics, presented to management to support design decisions for client conversion.
- Created social media content and marketing material for clients, boosting impressions by 30%.
- Collaborated with clients to align design strategies with business objectives, ensuring impactful marketing efforts.

PREPCity

Researcher – Cognitive Psychology (September 2019 – May 2022)

- Designed and conducted structured interviews and surveys on Qualtrics to gather qualitative and quantitative data.
- Collected and analysed large datasets using SPSS, ensuring data-driven insights.
- Maintained meticulous records and attention to detail, ensuring the accuracy and reliability of research findings.
- Adhered to strict ethical guidelines, ensuring user research is conducted with integrity and respect for participants.

Glossier

Editor – Retail (June 2022 – April 2023)

- Fostered customer empathy by tailoring experiences to individual needs and providing high-quality service, ensuring customer satisfaction across diverse retail settings.
 - Understood customer needs to suggest products best suited to their preferences, effectively addressing their unique requirements.
 - Organised customer interactions by managing queues and order pickup areas, demonstrating organisational skills and attention to detail in maintaining seamless operations.
-

Licenses & Certifications

[Google UX Design](#) | [Figma UI/UX Design Essentials](#) | [IBM Enterprise Design Thinking Practitioner](#) |

Education

City, University of London – Psychology BSc

Skills

User Research, User Experience, Stakeholder Management, Agile, Wireframing, Prototyping, Service Design, Axure RP, Figma, Miro, Mural, HTML/CSS/JS, Webflow