



MY RESUME

ASHFAA FARIZ

"Creative and passionate UI/UX designer with a strong background in design and product development. Skilled in crafting user-centered, intuitive digital experiences. Proficient in Figma, Adobe XD, and Photoshop. Bringing creativity and problem-solving together to deliver beautiful, functional designs."



PHONE

+971 58 553 9808



EMAIL

ashfaa.professional@gmail.com



WEBSITE

[Link To My Portfolio](#)



UI UX DESIGNER

JAN 2022 - PRESENT • REMOTE, DUBAI, UAE

I design intuitive, user-friendly apps and websites, focusing on functionality and visual appeal. My key projects include Trendy Florist, a floral e-commerce platform, and Pill Pro, a health app for medication management.

- Conducting User Research And Developing Personas
- Creating wireframes, prototypes, and high-fidelity designs
- Ensuring seamless experience with Responsive Designs

FIGMA - ADOBE XD - USER RESEARCH - WIREFRAMING - PROTOTYPING

DIGITAL TEAM MEMBER

SEP 2024 - PRESENT • RANCHES LADIES, DUBAI, UAE

As a proud member of Ranches Ladies, I take pride in giving back to the community by leveraging my design and digital expertise to enhance its online presence and engagement.

- **Website Management** - Maintain and update the community website to ensure a seamless and engaging user experience.
- **Visual Design** - Create posters, banners, and promotional materials for events and social media.
- **Content & Communication** - Oversee the monthly newsletter, update the community event calendar, and support digital outreach initiatives

WEBSITE MANAGEMENT - NEWSLETTER \$ EMAIL MANAGEMENT - GRAPHIC DESIGN

CONTENT CREATOR & ENTREPRENEUR

JAN 2020 - DEC 2022 • DUBAI, UAE

I wrote health and lifestyle articles on my personal blog and produce videos for my YouTube channel, "Talks by Ash," focused on physical, mental, and emotional well-being. Additionally, I ran an online store offering casual wear, where I managed customer communication, digital marketing, and decision-making for the business.

PROCREATE - CONTENT CREATION - E-COMMERCE MANAGEMENT - DECISION MAKING -

ASSOCIATE FASHION DESIGNER

OCT 2018 - JAN 2019 • FASHION BUG • SRI LANKA

Supported the design team in creating trend-driven collections, focusing on market research, fabric selection, and sketching designs. Collaborated with manufacturers to ensure quality control and on-time delivery.

- Conducted fashion research and trend analysis
- Assisted in fabric selection and production processes
- Developed tech packs and collaborated with manufacturers

FASHION ILLUSTRATION - TREND RESEARCH - FASHION SHOWS - TECHNICAL FILES

FASHION ASSISTANT

JAN 2018 - AUG 2018 • MAS INTIMATES • SRI LANKA

Worked alongside senior designers to support various stages of fashion production, from mood boards to sample reviews. Assisted in fittings and ensured all designs adhered to brand standards.

- Was assigned to brands like VSI, Gapbody, Victoria Sport & Ultimo.
- Assisted in creating mood boards and sketches
- Supported in fittings, customer visit organization, design research

MOOD BOARDS - TEAM COLLABORATION - DOCUMENTATION - MATERIAL SOURCING

MIDDLE SCHOOL TEACHER

AUG 2014 - DEC 2015 • Q15 • SRI LANKA

Taught a range of subjects, fostering a supportive and engaging learning environment. Focused on enhancing students' creativity and problem-solving abilities through interactive lesson plans.

CURRICULUM PLANNING - CLASSROOM MANAGEMENT - STUDENT ENGAGEMENT



NOV 2022 - NOV 2023 • COURSERA - ONLINE

GOOGLE UX DESIGN CERTIFICATE

Successfully completed 7 comprehensive courses including:

- Google UX Design
- Start The UX Design Process: Empathize, Define, and Ideate.
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Design a User Experience For Social Good

DEC 2015 - DEC 2019 • UOM, SRI LANKA

BACHELOR OF DESIGN (HONS)- DESIGN & PRODUCT DEVELOPMENT

Completed a degree with a focus on product design, fashion design, and user-centered design practices. During this period I obtained the following recognitions

- 2019 - MAS Awards - 2nd Runner Up
- 2017 - Chokolaate Mdfd - Top Finalist

AUG 2012 - AUG 2014 • ZCG, SRI LANKA

GCE ADVANCED LEVELS - COMMERCE STREAM

Graduated with 3 As and 1 B (Z score 1.3). Also completed the following additional courses.

- 2014 - AAT - Level 1 and Level 2

JAN 2000 - DEC 2011 • Q15, SRI LANKA

GCE ORDINARY LEVELS

Successfully completed with 4A's and 5B's. And earned multiple academic recognitions.

- 2011 - AISSL Exams - Silver Winner
- 2009 - AISSL Exams - Bronze Winner
- 2009 - UNSW Exams - Overall Distinction

I do hereby declare and agree that the above particulars are true and correct to the best of my knowledge.