

Fatima Ijaz

Digital Product & UX Designer

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SUMMARY

User-focused UX/UI designer with a background in psychology, bringing a research-driven approach to digital experiences. Skilled in creating intuitive, user-friendly designs through wire-framing, prototyping, and usability testing. Passionate about optimizing digital interactions using data-driven insights and behavioral research. Proficient in Figma, usability testing, and design systems to enhance engagement and accessibility.

EXPERIENCE

Freelance UX Designer

June 2023 — Present

Frisco, TX

- Designed and delivered custom UX/UI solutions for multiple clients across industries, improving usability and engagement.
- Conducted A/B testing and usability research to optimize user flows and conversion rates.
- Collaborated with developers and product teams to create responsive, accessible web and mobile designs.
- Notable Projects** : MindMate (Mental Health App), Formcade (No-Code Form Builder), Nexlian (AI Workspace)

Farzy Labs Co-Founder

(In Development)

Frisco, TX

January 2023 — Present

- Spearheading the UX/UI design and product strategy, creating wireframes, prototypes, and a scalable design system.
- Conducting user research and usability testing to refine product features before launch.
- Collaborating with developers to ensure a seamless user experience and accessibility compliance.
- Overseeing branding and digital presence, building a strong foundation for market entry.

SuperTutor.AI UX Design Intern

June 2024 — September 2024

Remote

- Enhanced platform usability through UI changes, increasing user satisfaction.
- Proposed and implemented design updates to improve visual aesthetics and functionality.
- Assisted in social media content strategy alignment to ensure cohesive branding.
- Developed wireframes and conducted iterative testing to refine designs.

The Behavior Exchange Behavioral Technician

May 2022 — August 2022

Remote

- Collected and analyzed behavioral data to track patient progress and inform treatment plans.
- Conducted observational research and data-driven assessments, identifying patterns in behavior and intervention effectiveness.
- Documented and reported findings in structured data reports, improving the accuracy of behavioral analysis and treatment adjustments.

EDUCATION

B.S. Psychology

August 2021 — 2023

University of North Texas (Denton, TX)

Associate of Arts

August 2018 — 2021

Collin Community College (Frisco, Texas)

SKILLS

- UX/UI Design
- Prototyping/Wire-framing
- HTML+CSS
- Graphic Design
- Design Systems
- User Research/Testing
- Project Management

TOOLS

- Figma
- Protopie
- Sketch
- Adobe Creative Suite
- Procreate
- Miro
- Notion

CERTIFICATIONS

- Intro to UI and UX Design**
Code Academy
- Social Media Marketing**
HubSpot
- Content Marketing**
Hubspot