

Farwa Babar

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Product Designer | Toronto, ON, Canada

Experienced in **end-to-end product design**, UX research, and interaction design across web and **data-driven** AI-powered platforms. Skilled in **Figma**, usability testing, and designing **real-time, user-centered experiences**. Delivered measurable impact, including reducing operational workflows by **45+ hours/month** and improving support systems for **3,000+ users**.

Experience

User Experience Designer | Beyond the Sky | Mississauga, ON, Canada (Remote)

Dec 2025 - May 2026

- Redesigned **mobile learning** and call experiences in **Figma**, improving usability, navigation clarity, and **production-ready** interaction flows
- Conducted **usability testing** with 6 participants, resolving issues related to in-call controls, navigation, and pre-call preparation
- Improved mobile role-play usability, achieving **100% task completion** across tested participant flows after redesign iterations
- Redesigned **receiving-call and in-call interfaces**, improving control discoverability and reducing user confusion
- Designed a responsive **website landing page redesign** for desktop and mobile, improving typography, visual hierarchy, and consistency within the **design system**
- **Collaborated closely** with product and technical stakeholders in an Agile environment, translating requirements into scalable, accessible design solutions tracked with **google analytics**.

Product Designer | Prookie | Toronto, ON, Canada (Remote)

Sep 2025 - Nov 2025

- Redesigned landing page, checkout flow, and product showcase, implementing **5 UX feature improvements** optimized to **increase conversion** and reduce user friction
- Explored **10+ homepage** concepts and design iterations to refine visual hierarchy, product presentation, and stakeholder alignment
- Conducted competitive analysis of **5+ industry websites** to identify high-converting design patterns and inform UX decisions
- Collaborated with **3 stakeholders** to deliver **1 final landing page direction** aligned with user needs and business goals
- Improved **product discoverability** and checkout usability through UX-focused content restructuring and responsive interface improvements

UX Researcher & Product Designer | Sheridan College IT | Oakville, ON, Canada (Hybrid)

May 2025 - Aug 2025

- Led UX research and conversation design for a chatbot supporting **3,000+ student inquiries per term**, improving clarity, intent matching, and overall support experience
- Analyzed **102 historical chat logs** to identify key pain points, informing the redesign of high-impact conversation flows and topic structure
- Designed and launched **8 new conversation topics** and improved **40+ existing topics** using research-backed UX writing and information hierarchy
- Tested and iterated on **150+ chatbot conversations** using real student prompts, refining responses through **3 rounds of iteration** to improve accuracy and usability
- Reduced cognitive load and improved user comprehension by optimizing chatbot responses (e.g., decreasing content from **360 to 219 words**) and implementing clearer fallback and escalation paths

UX Designer | GoHire | *Cupertino, CA, USA (Remote)*

Jun 2024 - Jul 2024

- Designed and delivered **3 fully interactive product pages** for a job analytics platform, including a data-driven dashboard showcasing user metrics such as views and engagement rates
- Created high-fidelity, interactive prototypes in Figma using **advanced variables and component interactions**, simulating real product behavior for stakeholder validation
- Supported **investor presentations** by producing polished, functional prototypes used to communicate product vision and validate design concepts

Product Designer | ImmiCan | *Toronto, ON, Canada (Remote)*

Apr 2024 - May 2024

- Redesigned website experiences for immigrants and service providers, improving usability and visual clarity across key user journeys
- Collaborated with **cross-functional stakeholders** to align design solutions with business goals and platform requirements
- Conducted user-focused design iterations to simplify navigation and improve accessibility for diverse user groups

Product Designer | SnapWrite | *Vancouver, BC, Canada (Remote)*

Dec 2022 - Sep 2023

- Designed and implemented a data-heavy product dashboard for small businesses, replacing manual Excel workflows and saving **45+ hours per month** in operational time
- Created **user flows, flowcharts**, and interaction **design documentation** to define product logic and streamline complex interactions within the platform
- Enhanced investor-facing materials by **improving design storytelling** and produced an animated product demo to clearly communicate platform value

UX Designer | PickECO Refills | *Chilliwack, BC, Canada (Remote)*

Oct 2022 - Nov 2022

- Designed a high-fidelity mobile prototype in Figma, translating user needs into intuitive, user-centered interfaces
- Conducted user research and competitive analysis to define problem space and inform design direction
- Created wireframes and iterated on designs based on feedback, collaborating with developers to align on scope and feasibility

Education

Bachelor of Interaction Design (Honours) (UX/UI) | Sheridan College | *Oakville, ON, Canada*

Awards

Honourable Mention for Augmented Creativity | RGD Student Awards (Top selection from **1,165 entries**)

1st Place Purposeful Innovation Challenge 2026 | Red Thread Innovations (Top selection from **12 teams**)

Runner-up in Protojam 2024 | University of Alberta

Skills

Design: UX Design, UI Design, Wireframing, Prototyping, Information Architecture, Design Systems, Data Visualization, Interaction Design, Responsive Design, A/B Testing, Accessibility (WCAG), Design Thinking

Research: User Research, Usability Testing, Competitive Analysis, Personas, Journey Mapping, Stakeholder Management

Tools: Figma (Auto-layout, Variables, Prototyping, Component Libraries), FigJam, Adobe CC, Miro, Jira, ServiceNow, Wix, Webflow

Technical: HTML, CSS, JavaScript

Methodologies: Agile, Scrum, Sprint Planning