

# FARWA BABAR

<https://farwababar.com> | <https://www.linkedin.com/in/farwababar/> | [farwa.babar.2003@outlook.com](mailto:farwa.babar.2003@outlook.com) | (647) 807-1287

Purpose-oriented Product Designer focused on UX, UI, and conversion-driven web experiences.

## WORK EXPERIENCE

### Digital Experience Designer | Sheridan College IT

May 2025 - Aug 2025

SaaS | Oakville Ontario | Co-op

- Translated 6 months of chatbot data into **UX improvements**, adding 8 new topics, refining 40+ flows, and designing conversation flows for Sheridan College's migration to ServiceNow

### Product Designer | Prookie

Sept 2025 - Nov 2025

E-commerce | Remote | Internship

- Improved **landing-page clarity** and perceived trust by redesigning core UI elements and product presentation for a health-focused audience
- Conducted **competitive and visual research** across protein snack brands to inform homepage layout and hierarchy while preserving core brand identity.

### UX Designer | GoHire

Jun 2024 - Jul 2024

SaaS | Remote | Freelance

- Designed and delivered three interactive Figma pages for a **job analytics platform** within two weeks, ensuring all components met client specifications ahead of schedule

### Product Designer | SnapWrite

Dec 2022 - Sept 2023

SaaS | Remote | Internship

- Designed and implemented a **dashboard** for small businesses, replacing inefficient Excel workflows and saving 45 hours per month

## EDUCATION

### Honours Bachelor of Interaction Design | Sheridan College

Sept 2022 - Apr 2026

Oakville, Ontario

- Coursework: User Experience (UX) and User Interface (UI) Design, Programming Languages

### Google UX Design Certificate | Coursera

Apr 2022 - Sept 2022

Online

- Coursework: Design Process, Wire-framing, Prototyping, Figma, User Research

## AWARDS

### Honourable Mention for Augmented Creativity | RGD Student Awards

Sept 2024

- Recognized out of 1165 entries for [AccessiChat UX Design Project](#)

### Runner-up in Protojam 2024 | University of Alberta

Mar 2024

- Recognized in the [Calgary UX Talent Tracker](#) category

## SKILLS

**Design:** UX Design, UI Design, Wireframing, Prototyping, Information Architecture, Design Systems

**Research:** User Research, Usability Testing, Competitive Analysis, Personas & Journeys, Surveys

**Technical:** Figma, Adobe CC, Miro, Jira, HTML/CSS/JS, FigJam, ServiceNow, Wix, Webflow