

FARWA BABAR

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

WORK EXPERIENCE

Digital Experience Designer | Sheridan College IT

SaaS | Oakville Ontario | Co-op

May 2025 - Aug 2025

- 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

E-commerce | Remote | Internship

Sept 2025 - Nov 2025

- 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

SaaS | Remote | Freelance

Jun 2024 - Jul 2024

- 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

SaaS | Remote | Internship

Dec 2022 - Sept 2023

- 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

Oakville, Ontario

Sept 2022 - Apr 2026

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

Google UX Design Certificate | Coursera

Online

Apr 2022 - Sept 2022

- 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