



FARWA BABAR

Purpose-oriented **Product Designer** focused on UX, UI, and user-centered experiences.

 <https://farwababar.com>

 <https://www.linkedin.com/in/farwababar/>

 farwa.babar.2003@outlook.com

WORK EXPERIENCE

Product Designer | Prookie

Sept 2025 - Nov 2025

E-commerce | Remote | Contract

- ◆ 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**

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

UX Designer | GoHire

Jun 2024 - Jul 2024

SaaS | Remote | Contract

- ◆ Designed and delivered **three complex interactive mobile 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 | Contract

- ◆ Designed a **data-heavy 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

May 2025 - Aug 2025

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 as **runner up** in the [Calgary UX Talent Tracker](#) category

SKILLS

Design

UX Design
UI Design
Wireframing
Prototyping
Design Systems
Info Architecture

Research

User Research
Usability Testing
Competitive Analysis
Personas & Journeys
Surveys
A/B Testing

Technical

Figma
Adobe CC
Webflow
Wix
HTML/CSS/JS
ServiceNow