

Farizah Naeem

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| Design Portfolio: <https://www.farizahnaeemuxd.com/> |

Skills Summary

- Applications: Figma, Adobe XD, WordPress, Photoshop, Illustrator, Excel
- Languages: HTML, CSS, JavaScript
- Project Management: Agile, Waterfall, SCRUM
- Fluent in English and Urdu
- Driven to continuously learn and apply my skills to achieve excellence
- Effective organizational and collaboration skills gained by working together in teams

Education

Bachelor of Design (BDes) in UXD Coop Option

Sept 2022 - Present

Wilfrid Laurier University | Brantford, Ontario

- Achieved third place in the Scotiabank Prize Award in two course competitions by collaborating with teams—first in UX100 to create the Region of Waterloo Pocket Cards with nine students, and later in UX200 to develop the KITE: Research Roundup Game with six students, showcasing my ability to work effectively in diverse groups on innovative projects.
- Current GPA 11.57 out of a 12.00 scale

Ontario Secondary School Diploma

July 2020

Holy Name of Mary Catholic Secondary School | Brampton, Ontario

- Collaborated with a team to design and organize content, resulting in the successful publication of the yearbook for two consecutive years.

Awards and Scholarships

- Summer Company Grant, 2019
- The Dominic Didomizio Scholarship, 2022
- TCF Youth Bursary, 2022
- Council Member of the Year Award, 2023
- In-course scholarship, 2023
- Scotiabank UXD Scholarship, 2023
- Scotiabank Experiential Prize, 2023
- In-course scholarship, 2024

Relevant Experience

uXperience Design Jam - Sponsored by Sun Life

Nov 2024

University of Waterloo | Stratford, Ontario

- Participated in a day-long design jam with a team of six students, where we collaboratively developed an innovative solution focused on enhancing financial fluency.

Summer Leadership Experience in China

Jul 2024

Wilfrid Laurier University | Brantford, Ontario

- Participated in a month-long cultural exchange in China, representing and promoting Wilfrid Laurier University while collaborating with a group of six students to engage with diverse cultures and foster international connections.

User Experience Professionals Association (UXPA) 2024**Jun 2024**

Wilfrid Laurier University | Brantford, Ontario

- Participated in UXPA 2024 in Fort Lauderdale, Florida, as a recipient of the Scotiabank Experiential Prize, where I gained valuable knowledge and made new connections within the UX community.

Faculty of Liberal Arts Student Society Event Coordinator**Jan 2024 – Apr 2024**

Wilfrid Laurier University | Brantford, Ontario

- Assisted team members in generating ideas for fun and engaging events, which enhanced the student experience and fostered a sense of community on campus.

Brantford Residence Council Vice President of Operations**Sep 2022 – Apr 2023**

Wilfrid Laurier University | Brantford, Ontario

- Assisted team members in creating fun and engaging events for residence students, helping them feel at ease and stay connected with their peers, which ultimately led to being awarded the “Council Member of the Year Award 2023.”

Work Experience

Picker**Oct 2021 – Dec 2021**

The Authentic T-shirt Company ULC | Mississauga, Ontario

- Manually pulled apparel from inventory shelves by following detailed pick sheets and lifting up to 25 lbs, ensuring the accurate and timely delivery of products.

Packer**July 2021 - Sept 2021**

The Clorox Company | Brampton, ON

- Packed items into boxes by following specific packaging guidelines and inspecting for defects, ensuring safe and efficient shipment of products.

Picker**May 2021 - July 2021**

NLS - Arizia | Mississauga, ON

- Pulled inventory from shelves using RF Scanners to locate items based on order requirements, ensuring accurate and timely fulfillment of orders.

Packer/Sorter/Data Entry Clerk**Sept 2020 - May 2021**

DB Schenker | Brampton, ON

- Packed and sorted items, which led to the efficient identification and removal of defective pieces to maintain quality control.
- Verified inventory by comparing physical stock counts, which resulted in the timely investigation of discrepancies and improved inventory accuracy.
- Inspected stock items for wear or defects, which allowed for prompt reporting of damages to supervisors, ensuring better inventory management.
- Secured a promotion to data entry clerk within a short timeframe because of my knowledge and experience using Excel, accurately entering and correcting data, thereby enhancing overall data and operational efficiency.