

# YUSRA FARRUKH

USER EXPERIENCE DESIGNER

## CONTACT

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## SKILLS

- FIGMA
- ADOBE CREATIVE CLOUD
- USER RESEARCH METHODS
- VISUAL DESIGN
- DESIGN THINKING
- INFORMATION ARCHITECTURE
- INTERACTION DESIGN PRINCIPLES
- POWER BI

## EDUCATION

### WILFRID LAURIER UNIVERSITY

2019-2023

Bachelor of Design: User Experience Design

## EXPERIENCE

### UX Design Intern – Big Brothers Big Sisters of Halton Hamilton (BBBSHH)

June 2022 – August 2022

Successfully enhanced the user experience of the BBBSHH's website. I with my team Started from the organizational research and kept building a strong information architecture. Finally, the website was designed to follow a proper thinking process. The Project was completed in less than 3 months.

### UX Design Intern – Lansdowne Children's Centre

June 2022 – August 2022

A monitoring and report system was designed to provide better service to their clients. I worked alone to design user-friendly dashboards and other web-based solutions to address complex data handling needed by the organizational leadership. It went very fine and received appreciation from the management.

### Brantford Transit Eye App

Sept 2019 – Dec 2019

My team and I were tasked by the City of Brantford to boost eco-friendly behaviour in Brantford and cut down the emission rates. We concluded that the people of Brantford preferred cars over buses because Brantford transit is not reliable. As a result, the emission rates rise due to the increased number of people using cars. Thus, we came up with the idea of developing the Brantford Transit Eye App.

### Interactive Kiosk

Feb 2021 – May 2021

My team and I were assigned to work with the Brantford Business Improvement Area (B.I.A) to benefit downtown Brantford's strategy Plan. Our team came up with the interactive Kiosk Idea to raise awareness. The purpose of our Speculative Design Solution was to display maps, advertisements, bus routes, and information about downtown Brantford on an interactive screen, while safely following health protocols.

### Service Desk Analyst – Wilfrid Laurier University

Sept 2022 – Present