Farwa Zehra Nawab

PRODUCT DESIGNER | USER EXPERIENCE DESIGNER

Portfolio
San Jose, California.
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WORK EXPERIENCE

Coding Crafts, San Jose — *Product Designer*

JANUARY 2024 - PRESENT

- Redesigned LoadsRunner, a SaaS product for the trucking industry, streamlining dispatch operations and enhancing overall efficiency.
- Conducted product analysis, implemented strategic information architecture, wireframed, prototyped, and created style guides, reducing onboarding time by 30%.
- Managed a team of 2 developers and mentored a junior designer in UX skills, improving project delivery time by 25%.
- Secured four new contracts during beta testing, driving a 17.5-fold revenue increase through user-centric features and a new invoice management system.

SupportLogic, San Jose — *Product Designer*

MAY 2023 - AUGUST 2023

- Revamped SupportLogic widget in Salesforce, improving case scoring visibility and engagement, contributing to a potential $200k revenue increase.
- Streamlined chart selection panel, reducing redundant steps and improving user efficiency by 15%.
- Initiated and conducted the company's first user research, achieving a 45% response rate. The survey assessed a low-traffic feature's necessity, leading to solutions that increased dashboard usage by 25%.
- Conceptualized layout for ML-powered 'text-based' feature, enhancing executive efficiency.
- Integrated AI assistance to email design streamlining agent workflow and reducing churn risk.

Kisa Kids, San Jose — *Graphic Designer*

AUGUST 2018 - SEPTEMBER 2019

- Transformed an old storybook into a dynamic teen comic using Photoshop for 250+ compelling scenes due to budget constraints.
- Enhanced two additional book projects through artistic direction and streamlined layout design with InDesign.

CITE, Islamabad — *Junior Architect*

NOVEMBER 2016 - JULY 2017

- Contributed to site analysis, conceptual design, and material research, and successfully orchestrated a prestigious event during the Principal Architect's ARCASIA presidency.

EDUCATION

Bachelor of Architecture
COMSATS, Islamabad.

SEPTEMBER 2011 - MAY 2016

CERTIFICATION

UX Design Certificate
Google - Coursera

SEPTEMBER 2021 - AUGUST 2022

UI Design Essentials
Udemy

DECEMBER 2019

SKILLS

Critical thinking
Problem-solving
Collaboration
Interaction Design
Wireframing
Mockups
Human-Centered Design
UI Design
Prototyping
Design thinking

TOOLS

Figma, Photoshop, Jira, Miro, Indesign, Illustrator, AutoCAD, Sketchup, Notion, Microsoft Suite, HTML/CSS.