

Farosat Alamshoeva

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Experience

University of Waterloo-Research Administrative Assistant

November 2023 - present

- Initiated the **redesign** of the **project website** using **Figma**, applying **UX thinking** to enhance **clarity** and **accessibility** for diverse audiences, and **reinforcing** the importance of **user-centred** presentation of information.
- Supported the **research team** by conducting **literature** and **systematic** reviews to identify existing **knowledge gaps** and inform ongoing research priorities-developing strong synthesis and critical analysis skills.
- Engaged in EDIJ (equity, diversity, inclusion & justice)-centred **research communications** by **organizing high-impact awareness events** to highlight **key findings** and foster **inclusion**.
- Maintained **communication** with internal and external **stakeholders** to align on research **goals** and project developments supporting inclusive, **insight-driven collaboration**.
- Developed compelling **visual presentations** and managed **research outreach** across **social media** using **Canva**, **Photoshop**, and **InDesign**, contributing to the translation and socialization of **complex findings** to **broader audiences**.

Okoole Tech. Corp. — Kapitan (productivity & analytics app), *Product Designer*

May 2025 - August 2025

- Facilitated** collaborative **design thinking sessions** with stakeholders to **define** key analytics **features**, translating **workshop insights** into user flows, wireframes, and high-fidelity **prototypes**.
- Led** user **research** and **iterative design sprints** to align business goals with user needs, delivering an analytics **dashboard** that **improved** task tracking and decision-making through clear, actionable **data visualization**.
- Designed** wireframes and **interactive prototypes** in Figma as a **native iOS app**, adhering to **Apple's Human Interface Guidelines** by implementing **platform-specific UI components** and applying core principles of **clarity** and **depth** to ensure a **seamless** and **intuitive** user experience.

CoinWa — Financial Literacy App, *Product Designer*

Jan 2025 - April 2025

- Mapped** the application’s existing **data architecture**, **identifying gaps** in UX/UI design and paving the way for **improvements**.
- Developed** and standardized **key components**, including buttons, cards, and patterns, thereby building CoinWa’s first **design system/library**.
- Conducted** moderated **usability studies** to test existing designs and **validate** new suggestions. Learned about user preferences, needs, challenges, and developed **new opportunities**.
- Communicated** and **justified** design **decisions** to developers and the CEO, incorporating constructive feedback while effectively **standing by key UX principles**.
- Collaborated** closely with **developers/engineers** to ensure smooth design **handoff**, delivering well-structured, labeled, and developer-friendly design files that streamlined implementation and maintained design consistency across platforms.

ADD+ Project — York University, *Web Designer*

July 2024 - December 2024

- Presented design solutions** to **stakeholders**, confidently **articulating design rationale** while remaining **receptive to feedback**—successfully balancing **user-centred principles** with **business goals**.
- Managed** branding, logo creation, information architecture (IA), **low fidelity** and **high-fidelity** designs in **Figma** aligning with **client goals**.
- Conducted **creative briefings** on a **weekly basis** to define project scope, ensuring designs met **user needs** and **project objectives**.
- Conducted extensive **competitive analysis** and **market research** to shape website content and design.
- Implemented **visually accessible** UI designs in line with **WCAG standards** by ensuring sufficient colour contrast, clear visual **hierarchy** and **responsive** layouts.

V2V Global Partnership — University of Waterloo, *Web Designer*

August 2023 - December 2023

- Initiated** and **led** a user-centred **redesign** of the V2V Global Partnership **website**, applying **design thinking** methods to improve **accessibility**, **clarity**, and **visual hierarchy** in alignment with **WCAG** standards.
- Facilitated stakeholder feedback sessions** to **validate design decisions**, incorporating insights into a cleaner, more **intuitive navigation** structure and content layout that **enhanced user engagement**.
- Conducted **heuristic evaluations** and **usability testing** to identify **pain points** in content discovery, using findings to guide iterative design improvements and ensure the **site met diverse user needs**.
- Collaborated **cross-functionally** to align goals with **organizational objectives**, clearly **communicating** design **rationale** to **non-technical stakeholders** and **fostering buy-in** for accessibility-first solutions.

Education

Google UX Design Professional Certificate-2024

University of Waterloo — Honours International Development (major); Entrepreneurship (minor)-2023

Aga Khan Academy Mombasa — International Baccalaureate Bilingual Diploma-2018

Skills

Technical: Figma, Adobe Illustrator, Adobe, InDesign, Canva, Midjourney, Prompt Engineering, Jira, Trello, User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Design Systems, Responsive Design, Accessibility, Interaction Design, Visual Design, Branding, User Flows, Empathy Mapping, Persona Development, Journey Mapping, Competitive Analysis

Soft: Communication, Critical Thinking, Collaboration, Empathy, Adaptability, Resilience, Problem Solving, Attention to Detail, Curiosity, Time Management

Languages

English — Fluent | **Russian** — Fluent | **Shugni** — Fluent (mother tongue) | **Tajik** — Intermediate