

# FAYEKA FATEH

Email: [fayeka0308@gmail.com](mailto:fayeka0308@gmail.com) | Phone: 703.869.7008 | Chantilly, VA |

LinkedIn: <https://www.linkedin.com/in/fayeka-fateh-0aa79197/> | Portfolio: <https://fayekafateh.com/>

## UX/UI Designer

Versatile User Experience and User Interface Designer with a strong foundation in Architecture, driving success in commercial and residential projects while elevating brand visibility through strategic marketing and social media initiatives, particularly in E-commerce. Proficient in both quantitative and qualitative research methodologies, delivering impactful and visually stunning UX/UI designs. Eager to contribute creative prowess and collaborative spirit to a dynamic team, ensuring seamless project execution from concept to delivery within tight timelines. Committed to crafting captivating, stakeholder-oriented designs that prioritize user satisfaction and engagement.

User Experience | User Interface | User Research | User-Centered Design | Responsive Web Design | Nonprofit Web Design | A/B Testing | Usability Testing | Wireframing | Mock-ups | Prototyping | CSS | HTML | JS | JQuery | Figma | FigJam | Miro | Axure | InVision | Trello | GitHub | Visual Studio Code | Codepen | Adobe Photoshop | Canva | Autodesk AutoCAD | Sketch-up | V-ray | CorelDraw | Google (Doc, Sheet & Slide) | Microsoft (Word, Excel & PowerPoint) | Zoom | Bilingual in English & Bangla Language. Conversational in Hindi Language

## UX/UI Projects

### UX UI Coded Design Project

**Duration:** 3.5 weeks

| Unveiled App |

**Location:** Virginia, USA

Developed an innovative AR application for museum visitors, revolutionizing the Smithsonian Museum experience.

Orchestrated immersive and interactive features, incorporating gamification and intuitive navigation to enhance visitor engagement and learning. Coded a Landing page to market its features to the users and easily download the app.

- Skills | Technologies Used: User Interviews, Surveys, Analysis, Competitor Analysis, Persona Creation, Ideation, User Experience Design, User Interaction Design, User Testing, On-site Data Collection & Research, HTML, CSS, JS, JQuery, Figma, FigJam, Adobe Photoshop & Illustrator, ScreentoGIF, InVision, Trello, Adobe Color, WebAim, Visual Studio Code, Github, Codepen, Zoom & Slack.

### Responsive Federal Website Redesign with WCAG Compliance

**Duration:** 5 weeks

| DisasterAssistance.gov |

**Location:** Virginia, USA

DisasterAssistance.gov is a federal website that provides disaster survivors with information, support, services, and means to access and apply for disaster assistance through joint data-sharing efforts between federal, tribal, state, local, and private sector partners. The aim was to redesign, improve navigational systems and make a responsive website that can help users navigate through the website and their services efficiently without abandoning the request for services.

- Skills | Technologies Used: User Research, User Interviews, Surveys, Analysis, Competitor Analysis, Persona Creation, Ideation, User Experience Design, User Interaction Design, User Testing, Website and User Flow Annotations, A/B Testing, Figma, FigJam, Miro, Adobe Photoshop, Google Drive/Docs/Slides/Sheets, InVision, Trello, Adobe Color, WebAim, Zoom & Slack.

### UX Design Project

**Duration:** 3.5 weeks

| Got to Go App |

**Location:** Virginia, USA

The aim was to build an app that can help users locate nearby public restrooms with the minimum number of clicks and include features that allow users to proactively and automatically find public restrooms that meet their filtered needs.

Users will also be able to plan which public restrooms they would prefer to visit during their trips.

- Skills | Technologies Used: User Research, User Interviews, Surveys, Analysis, Competitor Analysis, Persona Creation, Ideation, User Experience Design, User Interaction Design, User Testing, Figma, FigJam, Adobe Photoshop & Illustrator, Google Drive/Docs/Slides/Sheets, InVision, Trello, Zoom & Slack.

## Work Experience

### FREELANCE UX/UI DESIGN CONSULTANT

(07/2023 - Present)

COMPANY: Self Employed

Location: REMOTE

- Providing complete design services covering the entire lifecycle, from initial UX research and ideation to final UI iteration, usability testing, prototyping, and website development. My expertise includes comprehensive consulting in UX/UI and website creation, encompassing research, competitive analysis, branding, marketing, iterative design, and ongoing consultation for a seamless production of a successful web/app design.

### SMALL BUSINESS OWNER

(08/2021 - Present)

COMPANY: Sonali Haat

Location: Virginia, USA

- Founded an E-Commerce platform specializing in exclusive South Asian jewelry, clothing, and accessories and pioneered the marketing and advertising strategy.
- Amplified online visibility through strategic implementation on Shopify, Instagram, and various social media channels, driving thousands of views from diverse, engaging posts.
- Leveraged adept negotiation skills to establish lucrative partnerships with 10-15 international suppliers, orchestrating seamless procurement and sales operations for a diverse inventory.
- Executed targeted marketing initiatives, both online and offline, leading to an exceptional 37% surge in customer base and sales during peak holiday periods.

### FREELANCE ARCHITECT

(07/2018 - 09/2019)

COMPANY: Self Employed

Location: Dhaka, Bangladesh

- Co-founded and led a successful freelance architectural venture, crafting an exquisite Mediterranean-style vacation home for a discerning client.
- Produced detailed 2D and 3D drawings, garnering client approval for the design's intricate exterior, interior, and landscape features and capturing the essence of the desired architectural aesthetics.
- Elicited client satisfaction and approval for the design, laying the groundwork for the forthcoming construction phase, demonstrating a commitment to excellence even beyond project completion.

### JUNIOR ARCHITECT

(07/2017 - 07/2018)

COMPANY: Rumana Malik & Associates (RMA)

Location: Dhaka, Bangladesh

- Spearheaded dynamic architectural projects for renowned clients, employing cutting-edge 3D modeling and rendering techniques (V-ray, Sketchup) to bring visionary designs to life.
- Pivotal in the transformation of an apparel factory, modernizing its identity through meticulous attention to detail in 90 2D drawings.
- Assumed leadership in multiple high-stakes projects, taking charge during the principal architect's absence and ensuring seamless coordination between design vision and on-site execution.
- Orchestrated the creation of 10 meticulously crafted construction drawings for an ambitious residential complex in Dhaka, optimizing space utilization with intricate Floor Area Ratio calculations.

## Education & Certification

- **Certificate - UX / UI Design Boot Camp**  
The George Washington University

(08/2022- 02/2023)

Location: Washington, D.C.

- **Bachelor's in Architecture (B.Arch.)**  
BRAC University

(08/2011- 12/2016)

Location: Dhaka, Bangladesh