

Hira Fareed

Visual & UX Designer

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hirafareed.com

Skills

Design

Qualitative Research

Quantitative Research

Synthesis Methods

Storyboarding

Wireframing

Design Strategy

Visual Design

Prototyping

Usability Testing

Development

HTML + CSS

Tools

Figma

Sketch

InVision

Zeplin

Adobe Creative Suite

Work Experience

Freelance UI/UX & Visual Designer | By Hira

September 2017 - Present, Toronto, ON, CA

Delivered both lo-fi and hi-fi prototypes and created a design system for easier developer collaboration for SleepPal. Led the design, research and usability testing for multiple websites. Worked as a visual designer for Shopify, Ceridian, OMA and others.

Intermediate Designer | Brainrider

April 2020 - August 2023, Toronto, ON, CA

Working as a dedicated designer for Lyft on their website, landing pages, social media and blog posts. Using the brand guidelines of Lyft to make sure everything is consistent. Mentoring junior designers at Brainrider to make sure their work is of high quality. Other clients include Instacart, Coinbase and Purolator.

Visual Designer | The Nest IO

September 2016 - November 2017, Karachi, Pakistan

Responsible for the design outlook of The Nest I/O and Pasha which included website design, social media posters, branding materials as well as helping set up events.

Visual Designer | The Express Tribune

September 2015 - November 2016, Karachi, Pakistan

Responsible for the design outlook of The Nest I/O and Pasha which included website design, social media posters, branding materials as well as helping set up events.

Education

Google UX Design Certificate | Coursera

November 2021 - December 2022, Remote

Postgraduate in Interactive Media Management | Sheridan College

September 2019 - April 2020, Toronto, ON, CA

Bachelors in Communication Design | Indus Valley School of Art and Architecture

January 2011 - December 2014, Karachi, Pakistan

Major in Communication Design, Minor in Filmmaking.