



Fidha Fathima

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EDUCATION

Exec. Post Graduate in UI/UX Design
IIT Roorkee 2024-25

Bachelor of Fashion Technology
NIFT 2018-22

SKILLS

-Figma (UI, Prototyping)
-Design Systems & Tokens
-UX Strategy & Product Thinking
-User Flows & Journey Mapping
-Interaction Design
-Information Architecture
-Usability Testing
-Accessibility (WCAG 2.2)
-RTL/LTR & Multilingual UX
-Stakeholder Management
-Design Documentation & Handoff
-Design QA
-HTML/CSS (Handoff)
-Agile / Sprint Delivery

CERTIFICATION

Design for Accessibility (WCAG 2.2)
Udemy 2024

UX Foundation - Google
Coursera 2022

UX Design Essentials
Udemy 2021

PROFILE

I'm a UI/UX Designer driven by curiosity, empathy, and a passion for meaningful digital experiences. With a design foundation from NIFT and hands-on work in GovTech, InsurTech, and e-commerce, I specialize in simplifying complexity through user research, accessible design, and scalable systems — crafting intuitive, results-driven experiences from insights to pixel-perfect prototypes.

WORK EXPERIENCE

SHORY

ABU DHABI, UAE

Digital tech group specializing in AI-driven insurtech and govtech
UI/UX Designer Mar 2025-present

- Leading UX design for TAMM-integrated DGA services — Vehicle Ownership Transfer, Translation, and Access.
- Designed multilingual dashboards and workflows for TAMM and Esterdad, ensuring WCAG 2.2 compliance and usability standards.
- Optimized Shory Health Insurance journeys through data-driven research, reducing friction and improving onboarding.
- Delivered user research, wireframes, and hi-fi prototypes using scalable Figma systems with tokens and components.
- Collaborated with product, tech, and QA teams for seamless implementation and iteration.
- Presented UX strategies to C-level and DGA stakeholders, earning recognition for user-centric execution.

FREELANCE UI/UX DESIGNER

UAE

Pradhiroth App | GIPHK Sep 2023- Jan 2025

- Led UX strategy and mentored designers for Pradhiroth, an app focused on improving public health awareness and vaccine literacy, set to launch in 2025.
- Assisted in user flow design and interaction enhancements.

Genilok | Software Services

Sep 2023- Jan 2025

- Designed and refined UI/UX for digital solutions while mentoring junior designers on best practices.
- Provided design guidelines, conducted usability testing, and collaborated with developers for implementation.

BABYSHOP CONCEPT

DUBAI, UAE

Kids & Babies Essentials and Clothing Brand in Landmark Group
Product Designer Dec 2022-Sep 2023

- Collaborated with developers and product owners to align UI/UX designs with project objectives.
- Conducted user research and usability testing to inform wireframes and prototypes.
- Enhanced e-commerce usability and visual appeal through iterative, data-driven design improvements.

HYREO

INDIA

Human Resources Services
UI/UX Designer

Jul 2022-Dec 2022

- Designed responsive, user-centric websites and digital assets aligned with brand guidelines across multiple clients.
- Collaborated with developers to implement intuitive UI, incorporating the latest UX trends and best practices.

ZYEPHR

INDIA

Wellness and Fitness Services
UI/UX Designer

Nov 2021-June 2022

- Developed and executed comprehensive UI/UX strategies, producing wireframes, visual designs, and graphic assets aligned with brand goals.