



Fidha Fathima

✉ fidha5934@gmail.com
☎ +971508103432
🌐 linkedin.com/in/fidhafathima
🌐 behance.net/fidhafathimakt

PROFILE

Passionate UI/UX designer with a problem-solving mindset, merging visual aesthetics and intuitive functionality. NIFT graduate, eager to collaborate on impactful projects, creating user-centered digital experiences.

SKILLS

-Figma
-Adobe Creative Suite
-Wire-framing & Prototyping
-Interaction Design
-Collaboration & Communication
-Problem Solving
-Information Architecture
-Continuous Learning
-Python
-HTML
-C++

CERTIFICATION

Design for Accessibility (WCAG 2.2)
Udemy 2024
UX Foundation - Google
Coursera 2022
UX Design Essentials
Udemy 2021

WORK EXPERIENCE

FREELANCE UI/UX DESIGNER

Pradhirodh App | GIPH Kerala Sep 2023- Jan 2025

- Led UX strategy and mentored designers for Pradhirodh, 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

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

- Coordinated UI/UX design with the Development team and product owners.
- Executed user research, and usability testing for informed design.
- Produced wireframes, and prototypes adhering to the brand, and user requirements.
- Collaborated with development for design implementation, bug fixes and iterations.
- Iterated designs based on user feedback, data-driven insights.
- Optimized visual appeal, usability of e-commerce platforms.

HYREO, INDIA

Human Resources Services
UI/UX Designer Jul 2022-Dec 2022

- Develop digital assets for websites and media across clients.
- Design UI in line with brand guidelines.
- Implement responsive, user-centric websites and templates.
- Conceptualize original, user-friendly website designs.
- Stay current with UX trends, styles, and best practices.
- Collaborate closely with web developers.

ZYEPHR, INDIA

Wellness and Fitness Services
UI/UX Design Intern Nov 2021-June 2022

- Developing and conceptualising a comprehensive UI/UX design strategy for the brand.
- Producing high-quality UX design solutions through wireframes, visual and graphic designs.
- Designing UI elements
- Adhering to style standards on typography and graphic design.

EDUCATION

Exec. Post Graduate in UIUX Design
IIT Roorkee (Part Time/Ongoing)

2024-2025

Bachelor of Fashion Technology
National Institute of Fashion Technology
-CGPA 8.83

2018-2022

Senior Secondary School
St.Thomas Central School, Trivandrum
-CBSE || PCM with 82%

2004-2018