

Farosat Alamshoeva

alamshoeva.f@gmail.com

www.linkedin.com/in/farosat

<https://fara.design>

Experience

Swish Solar — SaaS, B2B (solar analytics dashboard), *Product Designer*

September 2025 - December 2025

- Redesigned a **B2B solar analytics dashboard**, restructuring the **information architecture** to streamline **decision-critical** workflows and improve task accuracy for **enterprise users**.
- Built a **scalable design system and reusable component library**, reducing future design and development effort by **70%** and establishing product-wide visual and interaction consistency.
- Unified fragmented data flows—performance, soiling, cost modelling, and cleaning ROI—into a **single coherent dashboard**, reducing user confusion by **60%** and improving **cross-page navigation** efficiency.
- Translated technical solar-performance data (nanotech cleaning metrics, energy yield, cost calculations) into **intuitive visual models**, improving product clarity and boosting **client engagement by 28%**.
- Partnered with **engineering team** to create a **conceptual data model** for the dashboard, enabling clearer **feature logic**, improved **data-to-UI mapping**, and **scalable growth** of the platform's analytics capabilities.

CoinWa — Financial Literacy App, *Product Designer*

Jan 2025 - April 2025

- Mapped** the application's existing **data architecture**, **identifying gaps** in UX/UI design improving **task completion rate by 25%**.
- Developed** and standardized **key components**, including buttons, cards, and patterns, thereby building CoinWa's first **design system/library** and increasing **design process efficiency by 35%**.
- Conducted** moderated **usability studies** to test existing designs and **validate** new suggestions. Learned about user preferences, needs, challenges, and developed **new opportunities** achieving a **70% increase in onboarding completion rate**.
- 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** achieving **100% client satisfaction**.
- Conducted **creative briefings** on a **weekly basis** to define project scope, ensuring designs met **user needs** and **project objectives** thereby improving **navigation efficiency by 75%**.
- 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.

University of Waterloo-Research Administrative Assistant

November 2023 - November 2025

- 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**.

Design-specific

- 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** increasing **navigation efficiency by 85%**.
- 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.

Pinterest-personal project

- Conducted comprehensive UX research**, including secondary research, user interviews and surveys, to identify user dissatisfaction with AI-generated content on Pinterest, highlighting a need for clearer content differentiation.
- Developed user journey maps** to visualize interactions with AI-generated content, identifying opportunities to enhance user experience through improved content labeling and filtering options.
- Designed and prototyped solutions in Figma**, introducing features like clear AI content badges, user-controlled filters to opt out of AI content, and reporting mechanisms for unlabeled AI content.
- Applied **UX principles** and design thinking methodologies to propose enhancements aimed at **restoring user trust** and **engagement** by increasing transparency and control over AI-generated content.

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