

# Faride Tari

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## Professional Summary

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Detail-oriented and inclusive UX Researcher and Web Designer with a strong foundation in user-centered design, accessibility standards, and qualitative research methods. Experienced in conducting usability testing, collaborating in agile teams, and delivering human-centered digital solutions. Skilled in Figma, Adobe Creative Suite, WordPress, HTML, CSS, JavaScript, and web analytics. Passionate about improving digital services that are inclusive, accessible, and aligned with the needs of diverse users.

## Skills

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### Technical Skills:

- Proficient in UX research methods such as: interviews, usability testing and journey mapping
- Knowledge of inclusive design principles and accessibility standards
- Adept at design and prototyping tools such as: Figma, Adobe XD, Illustrator, and InDesign
- Experience in using Canva
- Proficient in Version control and agile collaboration tools (GitHub, Trello)
- Experienced in participating in user interface design processes and make recommendations for content policy, standards, and guidelines
- Experienced in project management

### Organizational Skills:

- Strong communication and documentation skills for research findings and team collaboration
- Experienced in creating user personas, reports, and design presentations
- Quick adaptation to new tools, workflows, and team environments
- Proven ability to work effectively in cross-functional and agile teams
- Detail-oriented with strong problem-solving and critical thinking abilities
- Committed to inclusive design, continuous learning, and human-centered service delivery
- Experienced in handling multiple priorities concurrently
- Experienced in working with clients or experience in a client-service environment

## Work Experience

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### Freelance Web Developer and UI/UX Designer

Victoria, BC

Sep. 2024 to Present

### Selected Projects:

- **Cowichan Brain Injury Society**  
Designed the logo and created the entire website from scratch using WordPress. Responsible for both the visual identity and site implementation, ensuring accessibility, user-friendliness, and alignment with the organization's mission and services.
- **Khowutzun Forest Services**  
Designed user-centered interfaces using Figma and Adobe Creative Suite, and developed a fully responsive website in WordPress. Enhanced site performance through web analytics tools and collaborated with stakeholders to deliver effective digital solutions.

- **Superheroes of Victoria**

Designed and maintained a WordPress website with a focus on accessibility and visual clarity. Implemented a secure payment feature, adapted quickly to changing project needs, and collaborated with a team to meet tight deadlines.

**Software Support Specialist**

FirstElectronicCommerceCo., Tehran, Iran

Dec. 2018 to Sep. 2020

- Provided technical support to over 200 clients, resolving their software and network issues efficiently and effectively.
- Played a key role in system upgrades and migrations, ensuring seamless transitions with minimal downtime and a high level of client satisfaction.
- Collaborated with cross-functional teams to identify and resolve complex hardware, software, and networking issues, resulting in improved service delivery.

**Associate Team Leader**

Dollarama, Victoria, BC

Sep. 2021 to Jun.2025

- Designed effective shelf layouts, improving product presentation and accessibility.
- Managed customer service operations, ensuring a high satisfaction rate.
- Led team members in daily operations, fostering a collaborative work environment.
- Balanced cash registers and prepared cash for the deposit process.

## Education

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**Diploma in Interactive Media Development**

Camosun College, Victoria, BC

Sep. 2022 to Aug. 2024

- Graduated With Distinction
- Relevant Courses:
  - UX Research
  - Web Scripting (HTML, CSS, React, JavaScript)
  - Adobe Creative Suite (Illustrator, Indesign, Photoshop)
  - Figma
  - Canva
  - Technical Writing

**Master of Science in Computer Engineering**

Islamic Azad University Science and Research Branch, Tehran, Iran

Feb. 2019 to Feb 2021

**Bachelor of Science in Computer Engineering**

Mazandaran University of Science and Technology, Behshahr, Iran

Sep. 2012 to Sep. 2016

## Professional Training

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**Responsive Web Design Certification**

freeCodeCamp

Nov. 2024 to Dec. 2024

**Python Programming Certification**

University of Tehran, Tehran, Iran

Sep. 2018 to Dec. 2018

- Completed with honors