

# Fariha Tasnim

## UI/UX Designer

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## Professional Summary

Forward-thinking UI/UX Designer skilled in **Figma** and **Adobe Photoshop**, creating **clean, user-friendly** interfaces for web and mobile applications, experienced in understanding user needs, improving user journeys, and designing simple, effective digital experiences.

## Education

### Masters of Science in Computer Science and Engineering (M.Sc. in CSE)

University of Rajshahi

Post Graduation Year: 2020

### Bachelor of Science in Computer Science and Engineering (B.Sc. in CSE)

Varendra University

Graduation Year: 2019

## Technical Skills

**Tools and Design:** Figma, Photoshop, draw.io.

**Markup Languages:** HTML5, CSS3

**Version Control:** Git, GitHub

## Professional Experience

### Toha Metal Engineering Works – Khilkhet, Dhaka, Bangladesh

UI/UX Designer | Dec 2025 – Present

- Designed user-centered interfaces by analyzing user behavior and pain points, improving **usability** and reducing friction across key user flows.
- Created **wireframes**, **user flows**, and high-fidelity UI in **Figma**, resulting in clearer navigation and more intuitive user journeys.
- Built **responsive layouts** using **Auto Layout** and **constraints**, ensuring consistent experiences across mobile, tablet, and desktop devices.
- Developed **reusable components**, **variants**, and design systems, increasing design consistency and reducing design-to-development time.
- Applied **typography**, **color theory**, spacing, and **visual hierarchy principles** while ensuring accessibility and usability **standards**, enhancing readability, visual balance, and overall user comfort.
- Delivered **interactive prototypes** with **Smart Animate** and **collaborated** with developers via Figma Dev Mode, enabling smoother handoff and faster implementation.

### Pureit Bangladesh (GETCO BPO) – Mohakhali, Dhaka, Bangladesh

Customer Relationship Executive | Nov 2024 – Dec 2024

- Managed customer queries and complaints through calls, emails, and messaging channels, providing accurate information and timely resolutions to ensure high customer satisfaction.
- Maintained and updated customer records in NetSuite, ensuring data accuracy and efficient tracking of all interactions.
- Strengthened customer relationships through professional communication while collaborating with internal teams to resolve issues and contributing to sales targets by converting inquiries into customers.

**Get-Aid Limited (YOUR Offers)** – Banani, Dhaka, Bangladesh  
Customer Experience and Coordinator | *Dec 2023 – July 2024*

- Managed customer queries and complaints through calls, emails, and messaging channels, providing accurate information and timely resolutions to ensure high customer satisfaction.
- Maintained and updated customer records in NetSuite, ensuring data accuracy and efficient tracking of all interactions.
- Strengthened customer relationships through professional communication while collaborating with internal teams to resolve issues and contributing to sales targets by converting inquiries into customers.

**Shuttle** – Middle Badda, Dhaka, Bangladesh  
Customer Service Officer | *Nov 2022 – May 2023*

- Managed customer queries and complaints through calls, emails, and messaging channels, providing accurate information and timely resolutions to ensure high customer satisfaction.
- Maintained and updated customer records in NetSuite, ensuring data accuracy and efficient tracking of all interactions.
- Strengthened customer relationships through professional communication while collaborating with internal teams to resolve issues and contributing to sales targets by converting inquiries into customers.

**HRSOFTBD** – Mohammadpur, Dhaka, Bangladesh  
Support Engineer (Internship) | *June 2021 – Aug 2021*

- Managed customer queries and complaints through calls, emails, and messaging channels, providing accurate information and timely resolutions to ensure high customer satisfaction.
- Maintained and updated customer records in NetSuite, ensuring data accuracy and efficient tracking of all interactions.
- Strengthened customer relationships through professional communication while collaborating with internal teams to resolve issues and contributing to sales targets by converting inquiries into customers.

## Projects

**Streamlining the Amazon** (*Jun 2025 – Oct 2025*)

- **Features:** Replicated core e-commerce flows (browsing, product detail, cart, checkout) using Figma with Auto Layout, components, and interactive prototyping.
- **Technologies:** Figma, Photoshop.
- **Result:** Strengthened practical skills in Figma while gaining hands-on experience in structuring intuitive e-commerce user flows.

**Live URL:** <https://tinyurl.com/StreamliningtheAmazon>

**BeanBrewSphere Hub** (*Nov 2025 – Mar 2026*)

- **Features:** Designed a coffee shop management dashboard in Figma with sales analytics, product and order management, user control, and responsive component-based layouts.
- **Technologies:** Figma, Photoshop.
- **Result:** Improved ability to design structured admin dashboards and strengthened skills in data visualization, component systems, and responsive UI design.

**Live URL:** <https://tinyurl.com/beanbrewsphere>

## Languages

**Bangla:** Native

**English:** Professional Working Proficiency (IELTS 5.5 @2023)

**Hindi:** Conversational