

Faidat Fahm

I'm a product designer with 4+ years of experience. I've collaborated with cross-functional teams to successfully deliver innovative product strategy solutions for startups, small businesses, and enterprise companies. I'm passionate about crafting user-centered experiences and driving business growth.

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Work Experience

User Experience Designer

February 2022 - Present

Korn Ferry, New York, NY

- Designed and prototyped user-friendly interfaces for Korn Ferry's high-volume hiring app, specifically the microsite, dashboards, and bulk upload features collaborating with cross functional teams to deliver exceptional user experiences.
- Streamlined the bulk upload process by implementing a clean and intuitive design resulting in a **15% reduction in user errors**.
- Collaborating with high profile clients including Honeywell and Rite Aid used design thinking techniques to develop tailored UX solutions that met their specific business needs.
- Leading feature development and creating impactful visualizations for Korn Ferry's enterprise learning app resulting in a **12%** increase in user engagement.

Product Designer

September 2020 - Present

Freelance, New York, NY

- Collaborate with small businesses to create visually compelling end-to-end designs for mobile, tablet, and desktop applications, resulting in a **90% improvement in content findability and a 10% increase in web and mobile traffic** for recent projects.
- Conducted usability research and used research insights to make recommendations for improvement, leading to a **13% increase in user engagement** for clients like Peter Hyde Design and Petals and Roots.

Content Designer

April 2020 - July 2020

Roofheads, New York, NY

- Led the redesign of the Roofheads app, synchronizing it with the launch of new, user-centered content.
- Developed engaging prompts, push notifications, error messages and other non-marketing user copy touch points for the Roofheads app.
- Successfully implemented the overhauled app and content within a 2-month period, ensuring timely and seamless user-focused updates.

UX Research Associate/Designer

January 2019 - January 2020

Knotel, New York, NY

- Developed and launched two internal training apps, resulting in a **20% increase in Customer Satisfaction (CSAT) scores** and a **15% improvement in employee productivity**.
- Collaborated with Knotel's lead UX designer to create and launch client retention-focused products contributing to a **20%** increase in customer renewal rates within **6 months**.
- Independently led the 4 week redesign of Knotel's recruitment website. Translated research findings & insights to inform design decisions and create impactful personas, customer journeys, wireframes, sitemaps, development, prototyping, and final presentation.

Skills & Competencies

UI/UX Design | Design QA

Prototyping | Sitemaps | Data Visualization

Qualitative Research | Process flows

Wireframing | Storyboarding

Information Architecture | Design Systems

HTML5 | CSS

User stories | User flows | User personas

Human Centered Design Thinking

Software QA | User interviews

Tools

Figma | Adobe XD | JustinMind | Sketch

Jira | Slack | Miro | Trello | Protopie

Zendesk | Mindmups | inVision | Wix

Android Studio | Whimsical | Framer

Certifications

QA Software Tester
Qualityworks - 2020

Human Centered Design
Acumen Academy/IDEO - 2020

UI/UX Design
CUNY Techworks - 2020

Software Product Management
Product School - 2019

Education

Wells College

B.A. Anthropology
Spanish Minor - 2005

BMCC

A.S. Science - 2012
A.A. Liberal Arts - 2005