

Amy T.

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[LinkedIn](#) | [Portfolio](#)

VALUE OFFERED

Innovative UX/UI Designer specializing in user-centric design and problem-solving, leveraging a strong background in architectural design, user research, and analysis to bring a results-driven approach. Adept at translating complex user needs into elegant and functional interfaces. Known for effective team collaboration and flexibility in dynamic environments, committed to delivering impactful designs that balance user needs with business objectives.

SKILLS

Project Management
Problem Solving
Detail-Oriented
Creative Design
Communication
Collaboration

TOOLS

Figma
Sketch
Adobe XD
Jira
Illustrator
Balsamiq

LANGUAGES

English
French
Farsi

PROFESSIONAL EXPERIENCE

Product (UX/UI) Designer, Freelance

2023 - Present

- **Boosted client retention by 20x** through the design of an intuitive web application for a dog daycare, following comprehensive user research and competitive analysis.
- **Increased client satisfaction** by developing a holistic health and wellbeing app. This involved creating personas, wireframes, interactive prototypes, and conducting usability tests and A/B testing. Ensured compliance with Section 508 Web Content Accessibility Guidelines (WCAG).
- **Enhanced user engagement** by creating a responsive real estate platform that improved property search experiences, maintaining design systems and adhering to accessibility standards.
- **Improved learning efficiency** through the development of an interactive vocabulary learning tool that facilitated engaging language acquisition.
- **Demonstrated entrepreneurship**, and **strong and client management** through freelance UX/UI projects and independent business operations.

Building Energy and Carbon Analyst, reLoad Sustainable Design

2021 - 2023

- **Achieved up to 40% reduction in carbon emissions** by conducting embodied carbon analysis for large-scale projects through material optimization.
- **Advanced net-zero goals** by leading climate adaptation research and collaborating with architects and engineers to optimize building performance.

Project Design Manager, ShahrSazgroup Architectural Firm

2015 - 2018

- **Delivered over 20 projects valued at \$20M+**, significantly enhancing building efficiency and client satisfaction.
- **Boosted client satisfaction by 50%** and **increased project acquisition by 4x** by leading projects from concept to completion, integrating creative approaches to enhance privacy, functionality, and aesthetics.
- **Supervised and mentored a team of 3 architects**, ensuring design drawings conformed to codes and standards.

Lecturer, Islamic Azad University of Chalus

2014 - 2015

- **Enhanced curriculum relevance and increased student engagement by 75%** by mentoring students in architectural subjects, integrating climate change management and sustainability principles.

Research Assistant, University of Malaya

2013 - 2014

- **Improved survey participation rates by 80%** by conducting research on passive house features in low-cost housing and engaging low-income households with empathetic communication to identify indoor thermal discomfort thresholds.

EDUCATION

Agile Scrum Master Certification Training, Udemy

User Experience Design Certificate, CareerFoundry

Master of Building Engineering, Concordia University

Master of Science, National University of Malaysia

Bachelor of Architecture, Islamic Azad University of Qazvin

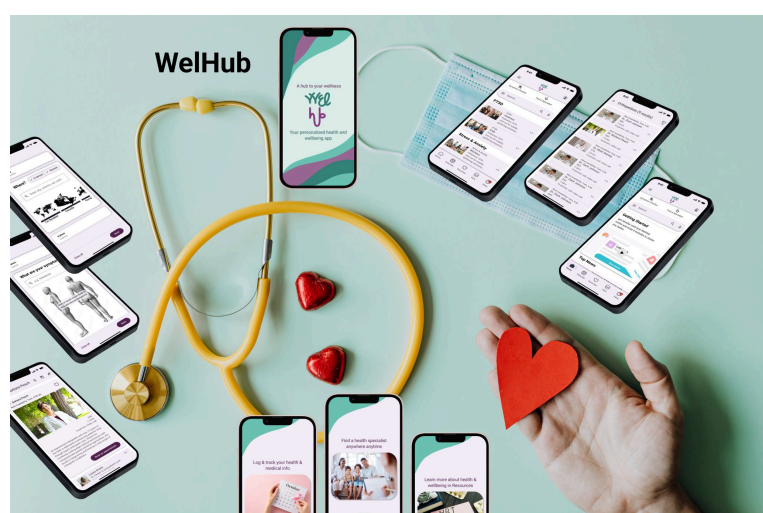
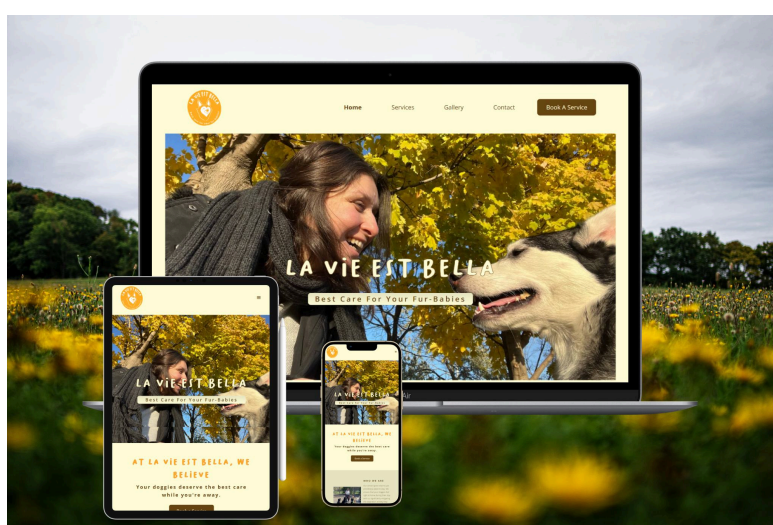
Portfolio Summary

La vie est Bella

I developed La vie est Bella web app that provides users with easy access to essential information about the **dog daycare** business. My initial vision centered on a **simple, user-centric interface**, featuring authentic photos to build trust and comfort. This project reflects my passion for combining UX/UI design expertise with the unique aspects of the pet care industry to develop a **compelling and human-centered** digital solution. As the sole designer and developer of La vie est Bella, I used Webflow to launch this product. The project was a success, resulting in **a steady flow of clients after launch**.

Learn more about the design process: <https://www.tatfahim.com/work/lavieestbella>

Link to website: <https://www.lavieestbella.ca/>



WelHub

I crafted a holistic **health and wellbeing app**, WelHub, that assists users in maintaining their physical and mental health. It allows individuals to access **personalized health and medical information, seek professional help, and receive community support** to alleviate their physical and mental health conditions. The interface is **simple and intuitive**, enabling users to easily interact with different features.

In this project, I was the sole designer who collaborated with stakeholders and peers to refine designs, while ensuring compliance with **Section 508 Web Content Accessibility Guidelines**.

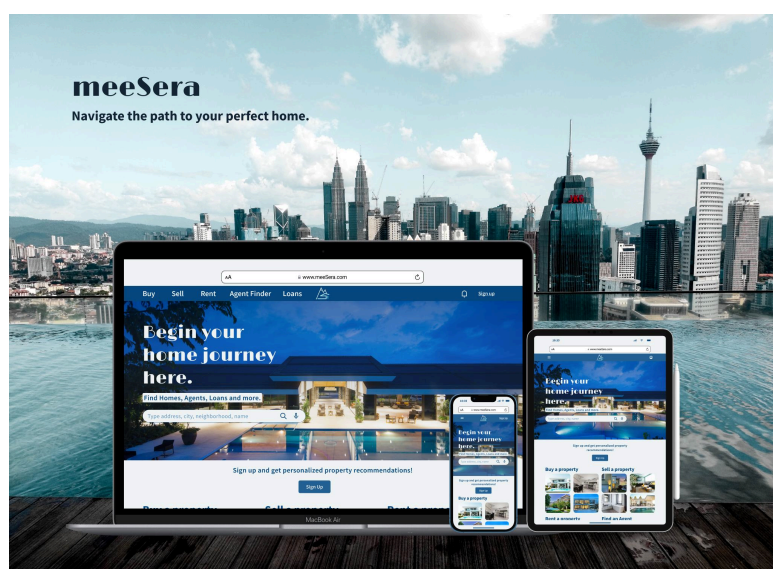
Learn more about the design process: <https://www.tatfahim.com/work/welhub>

meeSera

I created meeSera, a **responsive real estate web app** designed to simplify the complexities of the real estate market and provide users with **seamless, user-centric** solutions. While numerous blogs and agencies offer real estate information, buyers often struggle to navigate the market efficiently. meeSera bridges this gap by equipping users with the necessary tools and insights to make informed decisions with ease.

From the outset, my vision focused on a clean, user-centric interface, prioritizing **efficient property searches** and an engaging experience to streamline the property exploration process.

Learn more about the design process: <https://www.tatfahim.com/work/meesera>



rtf Global Architecture & Design Awards 2023

Source: <https://awards.re-thinkingthefuture.com/mcmurray-metis-cultural-centre-mindful-architecture-ltd/>

McMurray Métis Cultural Center

An **award-winning project** in Fort McMurray, Alberta, internationally recognized with a Global Architecture and Design Award for Cultural Building Concept and featured in Canadian Architect's Twenty + Change.

For this project, I:

Conducted an embodied carbon **analysis**, achieving a **40% reduction** from the baseline.

Performed an in-depth study of building-integrated photovoltaics (BIPVs), **analyzing hourly solar energy** per façade and roof.

Prepared detailed building geometry for **energy modeling, daylighting, airflow** and **thermal comfort** simulations.

Consulted and collaborated closely with the client, Mindful Architecture, ensuring alignment with their **sustainability and design goals**.

Learn more about the project [here](#).

Ramila II Residence

Ramila II is a luxury residential building in northern Iran, where I led the design from **concept to completion** with a focus on sustainability and passive green strategies.

Key design highlights:

Optimized Function & Aesthetics – Developed privacy-focused, efficient architectural designs from sketches to final drawings.

User-Centric Design – Designed amenities and children's playground for residents.

Seamless Collaboration – Worked with structural, electrical, and mechanical teams to maintain design integrity.

Sustainable Impact – Integrated passive design, tripling project demand and boosting client satisfaction.

Learn more about my architectural design portfolio [here](#).

