

# Fatima Subhani

Plano, TX | [fatimansubhani@gmail.com](mailto:fatimansubhani@gmail.com) | [fatimasubhani.com](https://www.fatimasubhani.com) | [linkedin.com/in/fatimasubhani/](https://www.linkedin.com/in/fatimasubhani/)

## EXPERIENCE

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### Not Dev – Dallas, TX

*Part-time Product Designer*

*Aug 2021 – May 2024*

Entrusted with end-to-end designing for a mobile app along with quickly iterating on feature enhancements:

- Helped create a comprehensive design systems for Toyota's enterprise and consumer-facing products. Utilized industry-standard software tools such as Sketch and Figma. Enhanced user experience by standardizing UI components and interactions, leading to a cohesive brand presence and improved usability.
- Improved Albertsons user experience within the deals space for both mobile app and websites across all brands. Contributed in reorganizing their design library to streamline design processes across all brands. During my tenure, the company received the People's Voice Webby Award in the Shopping & retail category.
- Designed marketing templates, social media templates, and thumbnails for live streaming to promote the DocuSign Good Code Hackathon. Developed visually compelling and brand-consistent materials that increased engagement and participation.

### Product Design Intern

*Feb 2021 – Aug 2021*

Shadowed & supported senior designers in creating innovative products for clients. Collaborated with a talented design team to create innovative products for clients. Enhanced UI/UX skills through designing and prototyping mobile and desktop applications, ensuring a blend of functionality and aesthetic appeal.

### Sivepillars – Sacramento, CA

*UI/UX Designer*

*Aug 2021 – Dec 2021*

- Designed concepts for their sister company, ensuring user-friendly and visually compelling digital environments.
- Spearheaded all aspects from conceptualization and mock-ups to final design implementation.

### FTMA Studio – Dallas, TX

*Product Designer*

*Jun 2018 - Dec 2022*

Entrusted with empowering diverse companies to reach their objectives. My work spanned consumer-oriented software to specialized medical websites, showcasing my versatility and commitment to meeting the unique needs of each client. My role involved:

- Developing websites, applications, and diverse digital assets to overcome business challenges.
- Engaging in direct discussions with clients to define goals and iteratively refine designs.
- Participating in research projects to base design decisions and strategic planning on empirical evidence.

### Peace Clothing Co – Plano, TX

*Founder*

*Mar 2020 – Aug 2021*

Designed and sourced a personalized line of clothing, managing relationships with suppliers and manufacturers to ensure product quality and timely delivery. Built and managed the company's e-commerce website, ensuring a seamless user experience, optimizing for SEO, and integrating secure payment gateways. Featured in LegalZoom.

## EDUCATION

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### Tarleton State University – Stephenville, TX

*May 2024*

Bachelor of Applied Arts and Science, Information Technology

GPA: 3.7, Outstanding Student College of Business, Dean's List (Fall 2023)

## SKILLS

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**Design Tools:** Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe Photoshop, Invision, Framer, Miro, Visual Studio Code

**Design Skills:** Agile, Web design, Visual design, Mobile design, Interaction design, Design systems, Information Architecture, Prototyping, Wireframing, Documentation, User flows, Brainstorms, Graphic Design, HCI, Human-Computer Interaction, UI/UX Design, Product Design, Communication Skills, Cross-functional, Responsive Design, Prototypes, User Research, User-centered design, Wireframes

**Development:** HTML/CSS, JavaScript, Python, MySQL, PHP