

Faiza Iftikhar

User Experience + Product
Design + Research



As a designer with roots in Italy and Pakistan, I bring a unique perspective to design, user experience, technology, and research. I prioritize creating inclusive and accessible experiences for diverse audiences through innovative and user-centered solutions.

Education

MA User Experience Design

UAL : London College of
Communication, UK
2021 - 2022

BA Fashion & Industrial Design

Politecnico di Milano, Italy
2014 - 2017

Languages

English + Italian + Urdu + Hindi

Software

Figma	SolidWorks
Illustrator	Rhinoceros
InDesign	Keyshot
Photoshop	Gerber
After Effects	Lightroom
Premiere Pro	Miro

Skills

Research Methods
User Centered Design
User Research
Qualitative Research
Quantitative Research
Data Analysis
Prototyping
Usability Testing
Project Management
Facilitation
Creative Direction
Communication

Interests

Photography | Chess | Singing
Storytelling | Neuroscience

Experiences

UX Researcher + Designer | Applied Works, London, UK | Jan - March 2022

During my master's program, I worked on a project combating misinformation, utilizing user-centered research and data analysis to develop a tailored solution through interviews, participatory research, and user testing. Additionally, I played a crucial role in project management, guiding prototype development with innovative design approaches and facilitating collaborative workshops.

FOH Shift Leader | Britannia Hotels, Manchester, UK | Oct 2018 - Jul 2017

I effectively managed team operations, demonstrating strong organizational and leadership abilities. Coordinating room reservations, arrivals, and departures, I showcased attention to detail and multitasking capabilities. Through open communication and collaboration, I fostered seamless teamwork and customer satisfaction, leading to proficiency in both B2B and B2C dynamics.

Product + Digital Designer | Adam Linens, Manchester, UK | Apr 2018 - Oct 2018

I focused on incorporating new products into our home line and planned product shoots for online shops. Managing online sales platforms, I worked on enhancing the overall user experience. Working closely with different departments and teams, across UK and Pakistan, I fostered seamless operations and successful product sales, development and launches.

Design Intern | Valentini Spose, Bari, Italy | Jan - Apr 2018

I conducted a comprehensive analysis of existing processes, demonstrating a keen interest in process optimization and continuous improvement approaches. I digitalized ideation and embroidery processes, while also implementing physical optimization for inventory management and rethinking embroidery stock. I also collaborated effectively with international clients, showcasing my communication and interpersonal skills.

Junior Product Designer | Adam Linens, Manchester, UK | Sept 2017 - Jan 2018

Collaborating closely with the production team, I enhanced our home line products, honing skills in pattern creation and digital file preparations. Managing the end-to-end printing process, I gained valuable insights into production logistics and timely execution. While effective collaboration with the production team laid the foundation for my growth in design research, trend analysis, product management, and execution.

Language Translator | Colloquia Multimedia, Milan, Italy | Nov 2016 - Aug 2018

I facilitated effective communication between English, Hindi, Punjabi, and Urdu speakers, and Italian emergency services, bridging the language barrier during emergency calls. With strong interpersonal and communication skills, quickly establishing rapport, conveying urgent messages, and providing prompt assistance. Remaining calm under pressure, I delivered accurate translations with empathy and professionalism, ensuring successful emergency call resolutions.