BUSHRA FURGEEN

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WORK EXPERIENCES:

UX Co-Faciltator | *Ted Rogers School of Management - Business Career Hub*   April 2023 - *Present*

- Led **15+ interactive workshops** on UX design principles, guiding **500+ students** apply design thinking frameworks to solve complex business challenges

UX Researcher & Outreach Specialist | *Nerview Medical*   November 2024 - January 2025

- Spearheaded outreach to over **200+ surgeons**, conducted **50+ user interviews**, and synthesized qualitative data to inform design decision, resulting in a medical nerve product that improves clinical outcomes by **increasing nerve identification accuracy by 30%**

Technical Product Design Intern | *Lighthouse Energy*   May 2023 - October 2023

- Designed **mid-fidelity wireframes** and **3D** models in Figma and SketchUp to visualize workflows for sustainable data center modules, focusing on user-centered workflows and system efficiency
- Led the creation of a strategic insights report that aligned design deliverables with stakeholder goals, driving a 30% increase in partnerships

Digital Communications Assistant | *Magnet*   April 2023 - September 2023

- Redesigned website UI using Figma and Adobe XD to implement WCAG-compliant, mobile-first layouts, collaborating with a **developer** to create designs, resulting in a **29% increase** in engagement over **6+ months**
- Conducted **A/B testing** on landing pages, analyzed performance data metrics to optimize user interaction, and implemented design optimizations to enhance the overall experience
- Aligned branding with responsive design and company design systems for cross-device consistency

Entrepreneur | *Website Flipping Portfolio*   January 2020 - September 2023

- Designed, built and sold **4+ niche websites** for small businesses and blogs using WordPress and Webflow, increasing organic traffic by **21%** through SEO research and strategic user-focused layouts

LEADERSHIP & EXTRACURRICULARS

Vice President of Corporate Relations | *TMU User-Experience Club*   October 2023 - *Present*

- Secured **$600+ in funding** to support student workshops on **UX methods** (e.g., usability testing, design sprints), fostering relationships with industry leaders (Figma, IBM, Adobe)

Web Designer | *Information Technology Management Students' Association (ITMSA)*   Mar 2022 - April 2023

- Identified mobile usability issues through user testing and optimized the website, driving a **20% increase** in **mobile user engagement** and enhancing cross-device user experience
- Utilized web design best practices, including **responsive design** and **accessibility** standards, ensuring the website was accessible to all users and aligned with the brand's visual goals

EDUCATION:

Bachelor of Commerce, Major in Marketing - *Toronto Metropolitan University*   September 2021 - *Present*

Licenses & Certifications

- **Foundations of User Experience Design** – Google (Issued November 2023, Credential ID: LGACNFB5RYZ8)
- **Start the UX Process: Empathize, Define & Ideate –** Google (January 2024, ID: CDMQGHGG2BHL)

TECHNICAL SKILLS

Design Tools: Figma, Adobe XD, SketchUp, FigJam
UX Research Methods: User Research, Affinity Mapping, Storyboarding, Prototyping
Testing & Analysis: A/B Testing, Usability Testing, Affinity Mapping, Google Analytics
Core Skills: Wireframing, Information Architecture, Interaction Design, Accessibility, Visual Design, Agile Methodology