

UX Designer from Toronto, with experience in multiple design fields, including product design, computational design, and architecture.

## Experience

### UX Designer, Blockasset

Toronto

May 2022 - Present

- Created design solutions to build web and mobile applications for an athlete-verified NFT and Web3 platform.
- Designed UX-driven landing pages and design templates to support the marketing team in new product and token launches.
- Ensured visual consistency in products by creating design systems that uphold the brand identity.
- Analyzed and synthesized user surveys to gather insights for designing a comprehensive NFT marketplace.
- Collaborated with the front-end and back-end developers to understand the technical aspects involved while designing an improvised staking game experience.



UX Portfolio:  
[AyshaFida.com](https://ayshafida.com)



[LinkedIn.com/in/Aysha-Fida](https://www.linkedin.com/in/Aysha-Fida)

### Product Designer, McAds 360

Remote

May 2020 - September 2021

- Partnered with the product team and conducted customer sessions to understand different use cases to design a smart home application.
- Created empathy maps, user flows and wireframes to gain alignment with the product team on user experience.
- Worked closely with visual designers to create high-fidelity UI mockups and prototypes.
- Collaborated with cross-functional teams throughout the product development process, from discovery to testing phase.
- Focused on providing a cohesive and intuitive user experience while introducing new enhancements to existing applications.

### Creative Designer, McAds 360

India

February 2020 - May 2020

- Created 3D models and illustrations for various awareness and advertisement campaigns.

### Design Consultant, Morsy Consultants

India

June 2019 - May 2020

- Oversaw a team of 7 designers to plan and implement architectural projects with built-up areas up to 0.25 million sq. ft.
- Consistently delivered projects ahead of schedule and 15% under budget on average by effectively coordinating designs with consultants, engineers, and contractors.
- Increased revenue-generating spaces in commercial projects through various design optimizations.

## Education

### Humber College, Graduate Certificate in UX Design

Toronto

September 2021 - April 2022

### CEPT University, Master of Design

India

2017 - 2019

### University of Kerala, Bachelor of Architecture

India

2012 - 2017

## Skills

### Competency

Design Thinking  
Double Diamond  
User Research & Analysis  
Problem Solving  
Storyboarding  
Design Ideation  
Visual Design  
Journey Mapping  
Wireframing  
Prototyping  
Accessibility Design  
Usability testing  
Communication Skills

### Design Tools

Figma  
Adobe XD  
Illustrator  
Photoshop  
InVision  
Miro  
Zeplin  
Sketch  
Adobe Creative Suite  
Voiceflow

### Coding

HTML & CSS

## Certification

### Google UX Design Professional Certificate

December 2021

[\(View Certificate\)](#)

## Research

Co-authored a research paper published in CAADRIA

July 2020

Title: [“Funicular structures using Topological Assemblies”](#)