FARYAL NASIR

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EDUCATION

University of Westminster: Bachelors in Law

Self Development Courses:

- Digital Marketing foundation course (Udemy) 2020
- SEO course (LinkedIn learning) 2021
- Adobe beginners' course (YouTube) 2022
- Figma for beginners (YouTube) 2023
- Complete Web & Mobile Designer in 2023: UI/UX, Figma (Zero to mastery) 2023

EXPERIENCE

June 2023-Present

WordPress Designer, **Friends Textiles**

Redesigned and Implemented the Friends Textiles with the focus on **improving the user experience**. Tailored **content to engage target consumers**, optimizing **SEO with keywords** for improves discoverability. **Crafted a contemporary logo** that resonated with the evolving brand image. (has yet to launch)

July 2022-January 2023

Freelance Designer, via Instagram

Designed and Optimized **websites**, created cards for different occasions using Canva and adobe illustrator. Supported several online pages with innovative content ideas.

September 2021-May 2022

Student Representative, University of Westminster

Organised surveys, and discussion which increased the module **satisfaction rate to 40%** and further improved the **overall result rate by 30%**

PROJECTS

Content Creation, **YouTube and My graduate Journey**:

- Managed a YouTube Channel with almost **1.5 million views**
- Scripted, Shot and edited a video project for University, received 1st class
- Conducted in-dept research to improve content creation ideas and increased the **traffic on the page by 25%**

KEY SKILLS

- Figma
- Wireframing
- Prototyping
- Adobe Creative suite
- Content Writing