

AREEJ FATMI

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EXPERIENCE

- Founder & AI Product Designer — Cirqa**, early-stage startup Dec '24 – Present
- Founded and led product design for a B2B/B2C AI-powered platform, owning product discovery, UX strategy, and MVP execution across consumer and business use cases.
 - Designed and shipped a functional MVP using AI-assisted “vibe coding” workflows, rapidly translating concepts into testable product experiences to accelerate validation and iteration.
- Product Design Mentor — Ummah Professionals & Freelance**, Remote Aug '24 – Jan '26
- Mentored emerging product designers 1:1 through end-to-end product design workflows: problem framing, user research, wireframing, prototyping, and iteration that align with industry standards.
 - Guided mentees in cross-functional collaboration with product managers and engineers, helping translate user needs and business goals into clear design decisions and impact-driven product solutions.
 - Coached designers on UX storytelling and strategic design rationale, improving their ability to communicate tradeoffs, outcomes, and product impact with clarity in interviews and portfolio reviews.
- Co-Founder & Product Designer — FIKA**, Toronto, ON Dec '19 – Dec '20
- Co-founded and led product discovery and UX strategy for a B2B & B2C SaaS platform simplifying self-care bookings, owning end-to-end MVP execution to move the product toward early product-market fit.
 - Drove early validation by conducting 30+ stakeholder interviews and analyzing 200+ user surveys, defining core problem statements and prioritizing MVP features using a value-vs-effort framework to reduce risk and focus development.
 - Designed and delivered production-ready MVPs for both B2B and B2C, supporting a private B2C beta soft launch and iterating based on usability feedback, while building a scalable design system that reduced UI inconsistencies by 40% and accelerated iteration cycles by 20%.

PROJECTS

- LoopMe: Social Media App Concept** Jan '26
- Designed and prototyped an anti-algorithm social feed concept that aggregates updates from multiple platforms (Instagram, X/Twitter, Substack, etc.) into a finite, user-controlled experience with no ads, recommendations, or infinite scrolling.
- Oui Chef: Voice AI Cooking App Concept — University of Toronto SCS** Jan '24
- Independent end-to-end redesign grounded in user research and usability testing, delivering accessible, data-informed prototypes that increased onboarding success by 40%, reduced navigation errors by 50%, ensured WCAG AA compliance, and explored voice AI interaction patterns.
- Coca-Cola, Corporate Website Redesign & Front-end code — University of Toronto SCS** Dec '23
- Cross-functional website redesign applying user research, information architecture, and usability testing, with high-fidelity prototyping and front-end implementation (HTML, CSS, JavaScript, Bootstrap) to ensure responsive, accessible, and technically feasible UX.

EDUCATION & CERTIFICATION

University of Toronto SCS x Circuit Stream — Certification in XR Design	2023 – 2024
University of Toronto SCS — Certificate in Product Design	2020 – 2021
Toronto Metropolitan University — Bachelor of Commerce in Business Management	2013 – 2018

SKILLS

Design: UX & UI Design, Prototyping, Design Systems, Accessibility, Interaction Design, Interface Animation

Research: User Interviews, Surveys, Usability Testing, Journey Mapping, Heuristic Evaluation, Competitor Analysis, Data-Informed Iteration

Technical: Figma, Figjam, Miro, InVision, HTML, CSS, JavaScript, GitHub, Bootstrap, Visual Studio Code, Lovable, Claude, Nana Banana, Chat GPT, Gemini, Midjourney