

FATEMA HUSSAIN RANGWALA

Service & Interaction Designer

I'm a multidisciplinary designer working on digital products, brand & strategy. I aim to create impact that fosters growth through a design process driven by communication & collaboration.

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Accolades:

Forbes 30 under 30 India (2021)

Featured as a special mention in 2021's people to watch out for.

Graphic Design work published (2018)

Flexible Visual Identity
:Chen Jinming, Wang Xiangliang

UNSDSN Youth Solutions Report (2017)

MyCaptain was among the 50 youth-led solutions featured in the report

Design Skills:

Research

Marketing Design

Digital Product Design

- Sketch, Figma, Invision

Responsive Design

Brand Strategy

Illustration

- Photoshop, Illustrator, Procreate

Instructional Design

Customer Experience Design

Photography

Education:

Bachelor of Design, Graphic Design (2016)

MIT Institute of Design, India

Bachelor of Arts, English Lit. (2015)

Savitribai Phule Pune University, India

Work Experience:

Service and Interaction Designer (2021 - Present)

Fjord, part of Accenture Interactive

- I use user-centered design methods to craft industry-leading user experiences—from concept to execution.

Freelance UI/UX Designer (2021)

Atolye Dubai

- Designing the User experience and User Interface for mobile and web for a government app in UAE.

Co- Founder, Chief Design Officer (2014 - 2020)

My Captain(The Climber), Bangalore

- Led the design function and directed user research, editorial design, product design, brand strategy & visual communication for an edtech product that impacted 100,000+ students in India.
- Supported business strategy, product growth, marketing and customer experience teams via design thinking workshops and facilitation.
- Grew MyCaptain from an idea to a fully functioning CLMS- Content and learning management system(Cross platform product - IOS, Android, Web)
- Created frameworks and processes for product planning, marketing and building company culture.
- Spearheaded user research activities (such as surveys, user testing, focus groups) and reinforced the value of a user led design approach.
- Scaled the design team from 1 to 5 designers along with sourcing and managing contractors and interns.

Design Intern (2015)

HB Design Pvt. Ltd., Mumbai

- Designed brand solutions and websites for a variety of clients.

Design Intern (2014)

Disside Design Studio, Hyderabad

- Worked on visual identities and social media marketing material for various clients.

Public Speaking:

2014 - Present

- Conducted design thinking & visual communication workshops and seminars at events such as Indian Youth Conclave, Kickstart Entrepreneurship Summit & Litup Literature Festival.
- Speaker at Manipal University in Jaipur, MSB Educational Institute in Chennai, Entrepreneurship Cell at IIT Madras and NSRCEL at IIM Bangalore.