

Bushra Furgeen

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Profile

Product designer graduating Fall 2026 from Toronto Metropolitan University. I learned design by shipping: two startup MVPs, a government website redesign, and a lot of time translating messy requirements into clear interfaces. Strongest at healthtech, sustainability, and B2B products where clarity matters more than decoration. Figma, design systems, user research, prototyping, Agile.

Work Experience

UX Design Specialist

October 2025 – December 2025

Carbon Mutual

Remote

- Designed the 0→1 user experience for a climate rewards web app (Carbits), including user personas, core journeys, information architecture, and high-fidelity screens across 4 primary surfaces: dashboard, earn, redeem, and wallet
- Translated abstract concepts (carbon impact, behavioral incentives, reward mechanics) into UI components like streaks, progress indicators, and impact visualizations
- Defined ideal customer profiles for early adopters (eco-conscious students, local Toronto shoppers) and aligned design decisions with merchant-side business goals

Product Owner & UX/UI Designer

June 2025 – August 2025

Aptamer Therapeutics (Pre-seed startup)

Remote

- Owned end-to-end design of an AI-powered medication dosage web app in the healthcare space, delivering a functional MVP in 6 weeks alongside a team of 3 developers
- Designed effective structures and pathways for sensitive health data entry, restructuring a single long form into a guided flow using progressive disclosure to reduce friction
- Managed multiple workstreams simultaneously as both product owner and designer, meeting tight deadlines without extending the timeline
- Produced developer-ready handoff assets and collaborated with engineers through implementation

UX Research & Outreach Intern

November 2024 – January 2025

Nerview Medical

Remote

- Conducted user research interviews with surgeons to analyze clinical workflows and identify design opportunities for a medical device product

UX Co-Facilitator

April 2023 - June 2025

Ted Rogers School of Management - Business Career Hub

Toronto, Ontario

- Led 20+ interactive UX workshops and design critiques for 500+ business students over two years, actively participating in brainstorming sessions and teaching design thinking frameworks

Digital Communications Assistant

April 2023 - September 2023

Magnet

Toronto, Ontario

- Redesigned 3 pages of a government grant website (Canada Digital Adoption Program), simplifying navigation and restructuring content hierarchy across homepage, grant detail, and eligibility pages

Project Highlights

Climate Rewards Web App (Carbon Mutual) · AI Medication Dosage Web App (Aptamer) · Government Grant Website Redesign (Magnet) — full case studies at bushrafurgeen.com

Education

Toronto Metropolitan University

Toronto, Ontario

Bachelor of Commerce, Major in Marketing

Sept 2021 – Fall 2026

Technical Skills

Design & Tools: Figma, FigJam, Sketch, Adobe XD, Illustrator, Photoshop, Webflow, Framer

Methods: User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Design Systems, Interaction Design, Data Visualization, Agile, Developer Handoff