

Bushra Furgeen

Product Designer · UX/UI · Digital Strategy

furgeenbushra@gmail.com | Toronto, ON | [linkedin.com/in/bushra-furgeen](https://www.linkedin.com/in/bushra-furgeen) | bushrafurgeen.com

Profile

New grad product designer with a B.Com in Marketing and hands-on experience shipping MVPs in startup environments. I specialize in **data-heavy interfaces, dashboards, and complex decision-making workflows**. I think in business outcomes, collaborate closely with developers, and have led UX end-to-end from 0→1 across healthcare, fintech, sustainability, and government digital.

Work Experience

UX Design Specialist

October 2025 – December 2025

Carbon Mutual

Remote

- Redesigned a B2B sustainability platform, improving interface clarity by 7% through structured usability testing
- Simplified complex carbon-tracking workflows into intuitive user journeys through cross-functional collaboration with PMs and engineers
- Contributed to a scalable design system to ensure consistency across the product

UX/UI Designer

June 2025 – August 2025

Aptamer Therapeutics (Pre-seed startup)

Remote

- Led end-to-end product design for an AI-powered clinical dosage dashboard and delivering a functional MVP
- Reduced clinical input errors by 40% through structured UI, guided flows, and progressive disclosure patterns
- Managed a scope pivot mid-project and evolved a single-use calculator into a full app experience including onboarding, daily flow, and history
- Produced complete developer-ready handoff assets; collaborated directly with engineers through implementation

Technical Product Design Intern

May 2023 - October 2023

Lighthouse Energy

Toronto, Ontario

- Designed 0→1 mid-fidelity wireframes and interactive 3D prototypes in Figma and SketchUp to visualize sustainable data centre module workflows
- Used prototypes to align stakeholders on product direction and communicate complex technical concepts clearly

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+ students, applying design thinking frameworks to real business challenges improved student project quality scores by 22% based on faculty evaluation rubrics

Digital Communications Assistant

April 2023 - September 2023

Magnet

Toronto, Ontario

- Led a grant website redesign; improved user engagement by 29% and increased retention on key pages by 18%
- Designed digital assets and optimized messaging, contributing to a 24% lift in click-through rates across campaigns

Project Highlights

AI Medication Dosage Dashboard · Sustainable FinTech App MVP · Government Grant Website Redesign — full case studies at bushrafurgeen.com

Education

Toronto Metropolitan University

Toronto, Ontario

Bachelor of Commerce, Major in Marketing

Sept 2021 – 2026

Technical Skills

Design Tools: Figma, FigJam, Sketch, Adobe Creative Cloud (Illustrator, XD, Photoshop), Webflow

UX & Product: UX Strategy, Product Thinking, User Research, Usability Testing, Design Systems

Technical: AI/LLM UX, Data Visualization, 3D Prototyping, Analytics (GA4), A/B Testing, Conversion Optimization

Methods: 0→1 Product Design, Interaction Design, Wireframing, Prototyping, Agile, Stakeholder Alignment