

Fatima Burke

I am a creative with 10+ years of design and development experience creating beautiful things that work.

RELEVANT EXPERIENCE

Designer Who Codes — thoughtbot, Remote

MAY 2022 - PRESENT

Product Design: Created UX interfaces, interactive prototypes, and contributed to Design Systems using Figma. Utilized Product Thinking methods to test and release design in pieces.

Consulting: Helped clients generate ways to solve problems within their product. Participated in team-based design exercises including design sprints to help better develop and validate ideas.

User Research: Planned, sourced, executed, and conducted user interviews to inform design decisions.

Senior Product Designer — Treehouse Island, Inc., Remote

FEB 2021 - SEPT 2021

Delivered Product Design to Engineering team. This includes: Wireframing
• Visual Design • Prototyping • Team and 1:1 Design Critiques • Logo Design
• User Personas • Brand Guides using accessibility considerations and design best practices.

Writing, reviewing, and deploying production code for marketing pages and our post-paywall B2C application using HTML, CSS/Sass in a Rails Environment using Treehouse's custom design and development frameworks.

PROJECTS

Ubora powered by Treehouse — Branding/UX Design

In alignment with the overall Treehouse brand, utilizing existing user data, and as a part of a cross-functional team, I lead the overall creative direction for Ubora - an academy sub-brand targeted to women and members of BIPOC communities interested in learning web development. This included branding, UI/UX design of marketing and post-paywall views, in addition to providing development through to launch.

Freelance Product Designer — LUR Marketing, Philadelphia, PA

MAY 2009 - MAY 2022

Provided UX/Product Design, Branding, and/or Development to organizations such as: UPenn, American Bible Society, Free Library of Philadelphia, The Gospel Music Association/DOVE Awards, Motown Gospel, The Potter's House franchise, and more.

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SOFTWARE

Adobe CC • Figma • Miro • Jira • Confluence • Asana • Git Desktop • UserInterviews.com • Zapier • Coda • Notion • Monday.com • Trello • 17Hats • Adobe PhoneGap

DEVELOPMENT

HTML • CSS/Sass • Javascript • JSON • Git • Wordpress Custom Theme Dev • Bootstrap • TailwindCSS • Ruby on Rails • APIs • Eleventy • Nunjucks

EDUCATION

Web Development Intensive Certificate — New York Code & Design Academy, Phila., PA 2017

PROJECTS

Look Up Radio — *Product Design and Creative Direction*

Branding and Graphic Design: Logo, Digital, and Print.

UX: UI Design, User-Interviews, Prototyping, Tracking Interactions using Heat Mapping and User Analytics.

Front-End Development: Custom Wordpress Theme Development, SEO, and App Development using Cordova/PhoneGap CLI

Additional Assignments: Copywriting, Video Production, Social Media Marketing

Training Database: The Free Library of Phila. — *Product Design*

Launched a Career Training web application from ideation to execution within a cross-functional team of developers, UX designers, and stakeholders collaborating regularly with these team members for design critique, feedback, and product updates.

UX: Provided UX wireframes and hi-fidelity mock-ups using Figma.

Front-End Development: Created landing pages using TailwindCSS in a Vue.JS environment.

NJ Future Green Infrastructure Guide — *Product Design*

Web Development: Redesigned and deployed a custom digital guide.

Created custom Wordpress theme using Bootstrap, PHP. Increased SEO by 86%.

UX: Created wireframes and Hi-fidelity mock-ups. Conducted User Interviews with green infrastructure developers.

Branding: Conceptualized and designed new product logo based upon existing brand guidelines.

TeachQAT — *UX Design*

Executed wireframes and wireflows for a complex GUI interface for an educational platform still in its ideation phase.

Interfaced with users, stakeholders, developers, and data analysts within a small, cross-functional team.

Community Behavioral Health (CBH) Presentation — *UX Design*

Provided wireframes for an internal patient portal messaging system and client database for behavioral health professionals. My designs showcased a solution that would improve interactions between multiple case workers from different departments collaborating on a single client case.

ADDITIONAL EXPERIENCE

Director of Communications — Salt & Light, Philadelphia, PA

JAN 2012 - PRESENT

Manages end-to-end design and marketing assets and serves as the Media Team Lead.

Product Design: Responsible for the design, development, and maintenance

of the organization website(s).

Manages and trains members of the Media team for audio/visual, photography, and live worship production.

Communication: Conducts structured retrospective meetings across internal teams to align on needs and develop action steps to improve production quality.

Social Media Marketing: Manages Live Broadcast Streaming in addition to event promotion, ad management, and copywriting. Plans and writes copy for social media content.

Graphic Design: Designs assets for print and digital. Develops email marketing campaigns. Coordinates with vendors related to this role.