

Sehar Bajwa

iamsehar.com

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Emerging UX Researcher and Interface designer. Creative problem solver. I believe that good design is intuitive, interactive, and intentional. Firm believer in the power of *joyful* design, and that interactions with technology should spark wonder, satisfaction, and conversation.

Experience

Sobeys
Interface designer
Jan – April 2023

Revamped Voila by Sobeys' online grocery site, specifically list features and price-sort functionality. Led 5 student team in agile development cycles for UOFT Human Factors Engineering x Sobeys' capstone, conducting user research, and optimizing information architecture through card sorting.

Candela Energy
Product Design Lead
June '19 – Dec '22

Partnered with MIT D-lab to craft 'Women in Workforce' toolkit for female financial independence through academic + on-ground research in rural India. Led creative direction, design, and prototyping for company website. Translated the business narrative into visceral brand identity to win Research to Action grant from ETH Zurich.

Delegate Co
Website Designer
May '22 – Sep '22

Iteratively designed, refined, and deployed Busywork website, boosting visit time by 57% and slashing bounce rate by 28%. Introduced weekly UX-focused design critiques in agile cycles, fostering a culture of feedback and cross-collaboration.

Freelance
UXD + Brand Strategist
Jan '19 – Ongoing

Upwork freelancer for 5 years, specializing in Squarespace and Readymag website development for businesses worldwide. Expert in delivering branding solutions, style guide decks, interactive Figma prototypes, and high-quality vector illustrations.

Selected Projects

DejaBrew
Product Designer
Sep '23 – Dec '23

[Link to case study](#)

Collaborated with UXD students at UOFT's Faculty of Information to conceptualize, prototype, and rigorously test a local cafe-finding app. Executed a streamlined UX process, from crafting user personas and as-is scenarios to prioritization grids, prototyping, heuristic evaluations, and robust usability testing.

Ruddock and Finch
Web + Brand Designer
Aug '23 – Nov '23

[Link to case study](#)

Victorian-era inspired branding and website design for an Editing company based in Alberta, Canada. Seamlessly blended historical charm with modern functionality using generative AI.

Education

Bachelor of Information, University of Toronto

GPA: 3.8/4.0

UI/UX + Information studies (2023–2025)
Industrial Engineering (2021–2023)

Cohort Rep 2023–24, Bachelor of Information Student Association
International Scholar Award: \$100,000 scholarship
Sustainability President, Engineers without Borders, UOFT
Curriculum Director, Sustainable Engineers Association, UOFT

Representative courses: Deterministic Operations Research, Cognitive Psychology, Stochastic Operations Research, How to Design, Info Practice in Organizations, Worlds Become Data

Skills

Visual design
A/B Testing
Personas
Prototyping
UX Research
Typography
Wireframing
Branding

Tools

Adobe Creative Suite
Balsamiq
Figma
Procreate
R studio
Basic Frontend Stack
(HTML, JS, CSS)
Readymag
Framer
Octopus.do