Faiza Imam

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Education

Bachelor of Information   **2025**

Faculty of Information, University of Toronto   (*expected*)

Concentration in UX Design

     BSc. Psychology & Biology (2021-2023)

Selected Projects

TTC PRESTO Kiosk Redesign   **2024**

Course Project (Design Studio III)

- Defined the scope and requirements of the project ensuring the quality of deliverables are met at the final stage.
- Developed and executed project timelines on Notion to ensure deadlines were met promptly.
- Conducted secondary research regarding the problem space and determined pain points to support project development.
- Analyzed current solutions from market research to look for key features for the ideation process.
- Mocked up a lo-fi prototype and conducted usability testing to understand user pain points.

DejaBrew – UX Project   **2023**

Course Project (Design Studio II)

- Coordinated a group of 4 to pitch and design a user interface that makes café finding easier for users. Developed and executed project timelines to ensure deadlines were met in a timely manner.
- Drafted and administrated surveys and user interviews to gather valuable information regarding user experience.
- Created empathy maps, led the ideation process, and conducted usability testing to gain feedback for design iteration.

Salt Concentration Field Study   **2023**

Course Study (Ecology & Biology)

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Selected Papers

Imam, F (2024). Does the Time of Year Affect Death Tolls Among the Homeless Population? An Analysis

of Deaths of People Experiencing Homelessness, Course Paper *INF312, Worlds Become Data* [available]

Imam, F (2024).Gender Dynamics in Academia: Analyzing Regrade Requests and Course Load, Course Paper *INF312, Worlds Become data* [available]

Additional Experience

Sales Associate   **Summer 2021**
Bath& Bodyworks

Workshop Leader   **Summer 2019**
Crescent Town Community Club

Skills and Qualifications

User Research	Figma	Acrylic paintings
User Interviews	Notion	Digital Art
Affinity Mapping	Balsamiq	
Empathy Mapping	Sketch	
Lean Evaluation	MS Office	
Wireframing	Asana	
Prototyping	Google Suite	
Project Management	Hubble	