

Raina Motihar

Toronto, ON | [LinkedIn](#) | +14376692425 | rainamotihar114@gmail.com

EDUCATION

Humber College

Postgraduate Degree, User Experience Design

Etobicoke, ON

Expected Graduation: August 2025

- Dean's Honor List | Human-centred design and accessibility | UI design tools, Figma and Framer

Trent University

Postgraduate Degree, Business Communications (GPA: 87.40%)

Durham, ON

Graduated: April 2024

- Graduated with Honors | Excelled in Managerial & Market Research, and Event Management

Indraprastha University

Bachelor's in Business Administration (GPA: 96%)

Delhi, India

Graduated: May 2022

- Graduated first in class | Specialised in Digital Marketing | President, Gender Champions Club

WORK EXPERIENCE

ESimplified Inc

User Experience Design Co-Op

Pickering, ON

May 2025 - Present

- Conducting research in the form of competitive analysis and feature benchmarking to inform UX strategies for a new real estate application
- Participating and collaborating in cross-functional ideation sessions using FigJam and Miro
- Designing early-stage concepts, including paper sketches and low-fidelity wireframes on Figma

Public Knowledge Studio

User Experience Design Intern

Delhi, India

May 2024 - August 2024

- Designed style guides, wireframes, and prototypes using tools like Figma and Framer, following principles of inclusive and accessible design
- Created communications material like presentation decks to showcase research, creative strategies like monetisation, and design workflow progress for stakeholders
- Conducted usability testing sessions for an AI-powered mental health application, analyzed results, and contributed to iterative design improvements

Trent University - Student Housing

Service Centre Assistant

Durham, GTA, ON

October 2023 - April 2024

- Delivered high-quality customer service by responding to student housing inquiries, maintenance requests, and booking assistance across phone, email, and walk-ins
- Supported student move-in/move-out events by organizing schedules, preparing welcome kits, and managing communication logistics
- Improved onboarding process by designing and updating promotional and informational materials for students, using tools like Canva

Delhi School of Business

Web and Social Media Marketing Executive

Delhi, India

May 2022 - December 2022

- Developed and scheduled monthly social media content in the form of posts, reels, and stories to promote the institution, cover its events, and led to a 26% increase in online engagement
- Collaborated with senior stakeholders like the Dean to identify goals, clarify messaging, and design digital assets, aligning with communication strategies
- Conducted competitive research and keyword analysis to support content writing and SEO strategy to improve the institution's ranking in Google search results

LEADERSHIP EXPERIENCE

Gender Champions Club

Graphics Head

IP University, Delhi

January 2021 - September 2021

September 2021 - May 2022

President

- Spearheaded the planning and execution of awareness events on gender equity, both online and offline, including developing campaigns and event pitches for securing institutional and faculty support as well as funding for workshops, competitions, and speaker panels
- Created visually compelling graphics, posters, and digital assets for social media and campus-wide promotions, ensuring consistent messaging and inclusive design across all campaign materials

SKILLS & INTERESTS

Skills: User Experience Design | Digital Content Creation | Project Coordination | Analytics and Reporting | Figma | Framer | Canva | WordPress | Google Analytics | Microsoft Office Suite

Interests: Visual storytelling & moodboarding | Digital art on Procreate | Culinary art | Team-based online gaming—Valorant