

# Raina Motihar

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## EDUCATION

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| <b>Humber College</b><br><i>Postgraduate Degree, User Experience Design</i><br>• Dean's Honor List   Human-centred design and accessibility   UI design tools, Figma and Framer               | <b>Etobicoke, ON</b><br><i>Expected Graduation: August 2025</i> |
| <b>Trent University</b><br><i>Postgraduate Degree, Business Communications (GPA: 87.40%)</i><br>• Graduated with Honors   Excelled in Managerial & Market Research, and Event Management      | <b>Durham, ON</b><br><i>Graduated: April 2024</i>               |
| <b>Indraprastha University</b><br><i>Bachelor's in Business Administration (GPA: 96%)</i><br>• Graduated first in class   Specialised in Digital Marketing   President, Gender Champions Club | <b>Delhi, India</b><br><i>Graduated: May 2022</i>               |

## WORK EXPERIENCE

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| <b>ESimplified Inc</b><br><i>User Experience Design Co-Op</i><br>• Conducting research in the form of competitive analysis and feature benchmarking to inform UX strategies for a new real estate application<br>• Participating and collaborating in cross-functional ideation sessions using FigJam and Miro<br>• Designing early-stage concepts, including paper sketches and low-fidelity wireframes on Figma  | <b>Pickering, ON</b><br><i>May 2025 - Present</i>          |
| <b>Public Knowledge Studio</b><br><i>User Experience Design Intern</i><br>• Designed style guides, wireframes, and prototypes using tools like Figma and Framer, following principles of inclusive and accessible design<br>• Created communications material like presentation decks to showcase research, creative strategies like monetisation, and design workflow progress for stakeholders<br>• Conducted usability testing sessions for an AI-powered mental health application, analyzed results, and contributed to iterative design improvements   | <b>Delhi, India</b><br><i>May 2024 - August 2024</i>       |
| <b>Trent University - Student Housing</b><br><i>Service Centre Assistant</i><br>• Delivered high-quality customer service by responding to student housing inquiries, maintenance requests, and booking assistance across phone, email, and walk-ins<br>• Supported student move-in/move-out events by organizing schedules, preparing welcome kits, and managing communication logistics<br>• Improved onboarding process by designing and updating promotional and informational materials for students, using tools like Canva  | <b>Durham, GTA, ON</b><br><i>October 2023 - April 2024</i> |
| <b>Delhi School of Business</b><br><i>Web and Social Media Marketing Executive</i><br>• 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<br>• Collaborated with senior stakeholders like the Dean to identify goals, clarify messaging, and design digital assets, aligning with communication strategies<br>• Conducted competitive research and keyword analysis to support content writing and SEO strategy to improve the institution's ranking in Google search results | <b>Delhi, India</b><br><i>May 2022 - December 2022</i>     |

## LEADERSHIP EXPERIENCE

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| <b>Gender Champions Club</b><br><i>Graphics Head</i><br><i>President</i><br>• 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<br>• 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 | <b>IP University, Delhi</b><br><i>January 2021 - September 2021</i><br><i>September 2021 - May 2022</i> |
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## 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