

Aisha Abshir

UX Designer

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Profile

I am a reliable and team-oriented individual with experience in driving innovative solutions, user research, and UX design

EXPERIENCE

Business Associate | RBC

MAY 2020 - AUG 2020, Toronto, ON

- Created a handbook for disaster relief in part of COVID 19 impact on RBC and presented the demo to the entire department
- Curated an audit tracking sheet which manages internal credit card data
- Supported data reporting and identified new opportunities
- Demonstrated strategy skills in an innovation challenge which helped create a student forum for all summer students to network

Operations Agent | RBC

MAY 2019 - AUG 2019, Toronto, ON

- Regularly addressed lawyers, barristers, and solicitors with professional guidance about real estate procedures
- Directly responsible for funding mortgages and solving complex refinances worth upwards of \$1.25M
- Analyzed escalated cases to formulate accurate calculations while communicating with team leaders, managers, and third parties

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEPT - DEC 2020, ONTARIO, CA

York University | Degree Candidate, Health Informatic

SEPT 2017 - JAN 2021, ONTARIO, CA

SKILLS

Sketch, InVision Studio, POP App, Figma, Optimal Sort, Principle, Zeplin

PROJECTS

Ismahan.Co | Co-Founder

FEB 2017 - Present

- Built an exceptional entrepreneurship mindset through creating a business plan
- Form a strong relationship with merchandise business partners to help create the IsmahanCo finished products
- Developed incentive opportunities to help attract buyers to the site which included online promotions, discount code on special holidays and other marketing tactics which resulted to increase of sales by nearly 30%