NATASHA BAREKMAN

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SKILLS

- **Design Tools:** Figma, Adobe Suite (Illustrator, Photoshop, InDesign, Premiere Pro, XD) Balsamiq, Miro, LucidCharts, Unity, OptimalSort
- **UX/UI**: User research (personas, user flows), prototyping, usability testing, accessibility, interaction design
- **Web Development**: HTML (intermediate), CSS (intermediate), Python (intermediate), JavaScript (basic), SQL (basic), C# (basic), Bootstrap, version control (GitHub), responsive design

EDUCATION

University of Toronto   **Mississauga, ON**
Honors Bachelor of Arts   *Expected June 2025*

- **Programs:** Technology, Coding & Society | Communication, Culture, and Information Technology (3.7 Program GPA)
- **Awards:** Entrance Scholarship ($3000)

RELEVANT PROJECTS

Freelance U: Student Freelancer App Prototype   **Jan 2025 - Apr 2025**
Design and Implementation of Multimedia Documents

- Designed a freelance job-matching app for students, progressing from low-fidelity wireframes to an interactive high-fidelity Figma prototype with scrollable gig listings, profile pages, and request flows.
- Refined task flows and UI components through usability testing (think-alouds) and heuristic evaluation, improving navigation, job posting clarity, and overall accessibility.

Responsive Portfolio Website   **Sept 2024 - Dec 2024**
Web Development and Design II

- Designed wireframes and developed a responsive portfolio using Bootstrap 5, HTML, and CSS, integrating custom visuals, rich media, and interactive components like carousels, dropdowns, and modals.
- Applied WCAG 2.0 accessibility standards, usability best practices, and breakpoint-specific design for mobile optimization, supported by a full process report and annotated wireframes.

CampusConnect: Student Community Platform   **Jan 2024 - Apr 2024**
Interactive Media Design

- Prototyped a student platform in Adobe XD, addressing a gap in campus engagement by mapping user pain points and building task flows informed by empathy maps, interviews, and usability testing.
- Refined the MVP based on user feedback, improving interaction design and navigation, and documented all design choices, iteration rationale, and research synthesis in a final usability evaluation report.

University Registrar: Website & IA Redesign   **Jan 2024 - Apr 2024**
Human-Computer Interaction Design

- Conducted a full redesign of the UTM Office of the Registrar website, focusing on improving navigation, usability, and accessibility through card sorting, tree testing, and user interviews.
- Created a more intuitive information architecture, enhancing user experience by streamlining menu structures, improving labeling, and implementing new features for easier navigation.

Cart Abandonment Study: AI-Driven E-Commerce Solutions   **Jan 2024 - Apr 2024**
UX Design: Understanding Users

- Uncovered UX pain points in fashion e-commerce via contextual inquiry and thematic analysis; translated insights into design requirements using affinity diagrams and work models.
- Prototyped AI-powered features (personalized recommendations, verified reviews, 360° views) and validated designs through participatory sessions to improve trust and reduce cart abandonment.

lluminventory: Inventory Management Prototype   **Sept 2023 – Dec 2023**

Design Thinking
- Wireframed and prototyped a mobile-first inventory management prototype for a nonprofit using Figma and Illustrator, addressing manual record-keeping inefficiencies with accessible, user centered design.
- Conducted stakeholder interviews and A/B testing across tech literacy levels; iteratively refined navigation and features (QR code tagging, delivery option, tracking) to improve usability and operational efficiency.

PROFESSIONAL EXPERIENCE

Social Media Content Creator and Analyst   **May 2024 - Present**

LAMA (Language, Attention, Music & Audition Lab, University of Toronto
- Developed and executed content strategy across Instagram and Facebook, increasing lab following by 58% through targeted outreach, thematic content, and optimized post timing.
- Designed branded graphics and videos, analyzed engagement data, and supported participant recruitment by translating complex research into accessible, visually engaging posts.

Marketing Chair   **January 2024 - April 2024**

Undergraduate Research Student Association (URSA)
- Designed promotional materials, including social media graphics and newsletters, to enhance event outreach.
- Facilitated guest speaker recruitment and collaboration to improve event quality and attendance

Customer Service   **September 2021 - Present**

Tim Horton's
- Provided efficient, customer-focused service in a fast-paced environment, honing communication and problem-solving skills.
- Operated POS systems and collaborated with team members to ensure accuracy and smooth workflow.

PROFESSIONAL DEVELOPMENT

- **Research Opportunity Program:** "Investigating impact of social media platforms on participant recruitment." Presented findings at the 2024 SURF (Summer Undergraduate Research Fair).
- **Clubs & Societies:** UTM Google Student Developer's Club, CCIT Mentee Program, Undergraduate Research Student Association