

# NATASHA BAREKMAN

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## EDUCATION

### University of Toronto

Mississauga, ON

*Honors Bachelor of Arts: Technology, Coding & Society*

*Expected June 2025*

- **Academics:** 3.78 AGPA
- **Awards:** Entrance Scholarship (\$3,000)
- **Clubs & Societies:** UTM Google Student Developer's Club, Campus Christian Fellowship, CCIT Mentee Program, Undergraduate Research Student Association.

## PROFESSIONAL EXPERIENCE

### Social Media Manager

May 2024 – Present

*LAMA (Language, Attention, Music, Audition) Lab*

- Managed the lab's website using Wix Studio, creating new sections, blog posts, and menu items while ensuring design consistency and usability.
- Enhanced website aesthetics and functionality, leading to a 25% increase in website traffic.
- Designed and scheduled engaging multimedia content tailored for diverse audiences, including families, students, and researchers.

### Marketing Chair

Mississauga, ON

*UTM Undergraduate Research Student Association*

*September 2023 – April 2024*

- Designed posters, merchandise, and the club website to elevate visual representation.
- Actively contributed to the recruitment of general club members and sought-after guest speakers, fostering partnerships to enhance event quality and diversity.
- Handled marketing requests through club email and various social media platforms, ensuring prompt and effective communication.

### Entrepreneurial Clothing Design Venture

Mississauga, ON

*Self-Employed*

*November 2023 – Present*

- Conceptualized and designed original clothing pieces, establishing a successful side business catering to friends and relatives.
- Leveraged artistic creativity to develop unique and trendsetting designs, showcasing an understanding of fashion aesthetics and market trends.
- Managed the entire production process, from ideation, creation, and sales, highlighting strong organizational and entrepreneurial skills.

## PROJECTS

### Data Management Project

Mississauga, ON

*Fundamentals of User Interface Programming*

*January 2024 - Present*

- Developed event-driven GUI programs in Python, emphasizing adaptability to changing requirements and seamless user interactions.
- Implemented robust exception handling and data persistence strategies, ensuring software reliability.
- Led collaborative projects using Git, delivering a 2D arcade game with Pygame and a Tkinter GUI application for data management.

### Web-Based Solution Design

Mississauga, ON

*Interactive Media Design*

*January 2024 - Present*

- Executed end-to-end development for custom web projects, showcasing expertise in web content creation and programming.
- Proficient in essential web technologies (HTML/CSS, JavaScript, server-hosted code) with a focus on usability and accessibility.

- Explored digital transformation topics, emphasizing a comprehensive understanding of interactive media design.

### **Twitter Data Scraper Analytics Project**

**Mississauga, ON**

*Social Data Analytics*

*January 2024 - Present*

- Developed strong analytical skills using Python for collecting, analyzing, and visualizing text data.
- Demonstrated ethical considerations in social media data collection, highlighting responsible data analytics practices.
- Successfully completed a comprehensive final research project, presenting findings in a structured report, showcasing independent research skills.

### **Community Project: Inventory Management System**

**Mississauga, ON**

*Design Thinking*

*September 2023 – December 2023*

- Developed interactive prototype for streamline inventory management software, *Illuminventory*, addressing the inefficiencies of a manual record-keeping system through digitization.
- Led team efforts in prototyping using Figma and incorporating user feedback through A/B testing.
- Conducted user research through interviews, qualitative and quantitative data collection, thematic analysis, and synthesis.

### **Large Scale Website UX Redesign**

**Mississauga, ON**

*Web Development and Design*

*September 2023 - December 2023*

- Refined Wikipedia's Information Architecture and navigation systems based on principles of human-centered design and media production for the web.
- Employed prototyping techniques such as wireframing using Adobe XD and Dreamweaver to develop user-friendly interfaces.
- Applied standards of web accessibility in the design and development of digital properties to produce websites with current industry-standard coding techniques.

## **ADDITIONAL EXPERIENCE**

### **UTM Accessibility Services**

**Mississauga, ON**

*Volunteer Note-taker*

*September 2023 – Present*

- Submitted notes weekly for multiple classes such as CCT110 and CCT306.
- Presented notes for every lecture throughout the courses consistently.

### **Tim Hortons**

**Mississauga, ON**

*Crew Member*

*August 2021 – Present*

- Awarded Employee of the Month, highlighting exceptional performance.
- Efficiently operated within a fast-paced team environment, demonstrating exceptional multitasking abilities and maintaining high standards of food preparation and customer service, especially with children.

## **SKILLS & INTERESTS**

**Technical Skills:** MS Office Suite, Adobe Suite, Canva, Python, HTML & CSS, Audacity, Autodesk Maya, Unity, Figma.

**Personal Interests:** Travel (have visited over 80 countries), video games, tech news, fantasy and science fiction books.