NATASHA BAREKMAN

Mississauga, ON | natashabarekman@gmail.com | +1 (780) 616-8544 | Portfolio: https://nbarekman117.github.io/

SKILLS

- **Design Systems:** Figma, Adobe Suite (XD, Dreamweaver, Photoshop, Illustrator, InDesign,)
- **User-Centered Design**: Wireframing, user flows, storyboarding, participatory design, A/B testing, usability testing
- **Web Development**: HTML, CSS, JavaScript, Python, WCAG Accessibility Standards

EDUCATION

University of Toronto   **Mississauga, ON**

Honors Bachelor of Arts   *Expected June 2025*

- **Programs:** Technology, Coding & Society | Communication, Culture, and Information Technology (3.72 Program GPA)
- **Awards:** Entrance Scholarship ($3000)

RELEVANT PROJECTS

CampusConnect: Interactive Media Platform   **Jan 2024 - Apr 2024**

Interactive Media Design, University of Toronto Mississauga

- Designed and prototyped a comprehensive platform, CampusConnect, using Adobe XD, to centralize campus events, club activities, and networking opportunities, addressing the challenge of scattered event information for UofT students.
- Conducted usability testing to refine features like personalized event recommendations, social engagement tools, and streamlined navigation, ensuring alignment with user needs and preferences.
- Applied user-centered design principles and incorporated feedback from surveys and interviews to develop features such as real-time notifications, profile customization, and an interactive gallery for showcasing student work, fostering an engaging and connected campus community.

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

Design Thinking, University of Toronto Mississauga

- Utilized the five phases of design thinking (empathize, define, ideate, prototype, and test) to address inefficiencies in manual record-keeping for a nonprofit organization, ensuring a user-centered solution.
- Conducted user interviews and participatory design sessions to understand pain points and co-create a solution tailored to the organization's needs.
- Created low- and high-fidelity prototypes using Figma and Adobe Illustrator, incorporating feedback through iterative testing to optimize usability and streamline workflows.

University Registrar Website Redesign   **Jan 2024 - Apr 2024**

Human-Computer Interaction Design, University of Toronto Mississauga

- Conducted tree testing, card sorting, and usability evaluations to identify inefficiencies in the UTM Registrar website's navigation and labeling, uncovering a 17% success rate for key tasks like finding forms due to unclear labels
- Redesigned the information architecture (IA), consolidating categories, creating more descriptive labels, and streamlining menu depth to enhance navigation efficiency, resulting in a user-centered, task-specific layout.
- Integrated user feedback to implement features like a local search bar with real-time suggestions, a "Jump to" dropdown for quick access to categories, and actionable labels (e.g., "Register for Summer Courses" instead of "Summer Registration Guide")

Responsive Microsite & Portfolio Website   **Sept 2024 – Dec 2024**

Web Development and Design: University of Toronto Mississauga

- Designed and implemented a responsive microsite and portfolio website using Bootstrap 5.x, HTML5, and CSS3, creating dynamic, accessible user experiences optimized for performance and WCAG 2.1 compliance.
- Optimized site performance and navigation across both mobile and desktop devices by incorporating best practices in responsive design and usability.
- Gained foundational knowledge of Agile and SCRUM frameworks through course lectures, understanding their application in project management and iterative design.

AI-Driven E-Commerce Solutions   **Jan 2024 - Apr 2024**

UX Design: Understanding Users, University of Toronto Mississauga
- Conducted a contextual inquiry with young adults aged 18–25 to identify key barriers to completing purchases on fashion e-commerce websites, uncovering pain points such as unexpected costs, unclear sizing, and mistrust in reviews.
- Designed and prototyped AI-driven solutions using Figma, including personalized product recommendations, verified reviews, and 360-degree virtual try-on features, addressing issues of indecision and enhancing user trust and engagement.
- Iteratively tested prototypes with users through participatory design sessions, leveraging feedback to refine usability, improve feature clarity, and align the solutions with user needs, boosting potential conversion rates.

PROFESSIONAL EXPERIENCE

Social Media Content Strategist and Analyst

LAMA Lab, University of Toronto   May 2024 – Present
- Designed engaging social media visuals, including graphics and short-form videos, using Adobe Photoshop, Premiere Pro, and Illustrator, resulting in a 37% increase in engagement rates.
- Communicated with the client to create and manage a social media content calendar aligned with the client's recruitment and outreach goals, staying informed on trends to boost visibility.
- Analyzed social media performance metrics to identify trends, optimize strategies, and presented key insights at the SURF Research Symposium, highlighting ROI and audience growth to stakeholders.

Marketing Chair

Undergraduate Research Student Association (URSA)   *January 2024 – December 2024*
- Designed promotional materials, including posters, digital graphics, and newsletters, to increase event attendance and engagement.
- Organized guest speaker events by facilitating outreach and collaboration, improving the quality of events and attendee satisfaction.
- Monitored event analytics to assess outreach success, implementing strategies to increase participation.

PROFESSIONAL DEVELOPMENT
- **Clubs & Societies:** UTM Google Student Developer's Club, CCIT Mentee Program, Undergraduate Research Student Association