

Sumaiya Saleem

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EDUCATION

University of Toronto
H.B.A. Digital Enterprise
Management
Sep 2016- Apr 2020

Sheridan College
Certificate in Digital
Communication | 2020

SKILLS

User Research
Data Analysis
Usability Testing
Web Design & Development
Digital Marketing
Web Analytics
Project Management
Information Architecture

TOOLS

HTML/CSS, Javascript/jQuery
Adobe InDesign
Adobe Illustrator
WordPress
Figma
InVision
Balsamiq
Tableau

COURSES

Communications Research
Human-Computer Interaction
Advanced Web Design
IT Consulting
Performance Assessment
Data Analysis
UX Analysis
Financial Management
Enterprise Risk Management
Information Systems

WORK EXPERIENCE

LinkMentalHealth

Interactive UX Designer | To begin in January 2020

- Will help make mental health accessible through user research, making design changes and implementation to front-end platform, and content creation

University of Toronto

Teaching Assistant | Sep 2019 - Current

- Teaching assistant for courses CCT356 (Digital Marketing) and CCT260 (Introduction to Web Design)
- Responsible for assisting students during lectures and tutorials, as well as marking assignments, quizzes, and tests

Prepr

UX Designer | May 2019 – Dec 2019

- Created new solutions for improving visual design and usability of the Prepr website and app
- Used Figma, Adobe Illustrator/InDesign, InVision, to wireframe, design, and prototype various website and app screens
- Presented design systems and mockups for new features on the application, and improving existing features
- Used an agile methodology workflow with JIRA, with tasks on each sprint contributing towards the website and app for IOS and Android

Expancio.com

IT Consultant | Jan 2019 – Apr 2019

- Produced web application demos using wireframing, personas, user research analysis, design thinking, and QA analysis

Peel Halton Workforce Development Group

Web Research and Design Intern | May 2018 - Aug 2018

- Researched and developed website content for the company's new project on Experiential Learning
- Conducted primary and secondary research through metric survey's and conducted user research to produce information packages for the project's various stakeholders using Adobe InDesign
- Created and presented plans, wireframes, and website content proposals to project advisory committee