

SUMAIYA SALEEM

Toronto, ON | 647-296-2246 | sumaiyasaleemto@gmail.com
[linkedin.com/in/sumaiya-saleem](https://www.linkedin.com/in/sumaiya-saleem) | sumaiyasaleem.me

EXPERIENCE

OneTHP Support — Trillium Health Partners

Aug 2020 – Current

- Developing expertise in a new, hospital-wide electronic record system named EPIC to ensure successful implementation

Interactive UX Design Intern — LinkMentalHealth

Jan 2020 – April 2020

- Made design changes to the front-end platform using Figma, HTML/CSS, and JavaScript
- Supported marketing team and designers with content creation strategy, to ensure messaging is informative and appealing; contributed to an increase of 25% in brand engagement

Teaching Assistant — University of Toronto

Sep 2019 – April 2020

- Teaching Assistant for courses CCT260 (Introduction to Web Design) and CCT356 (Digital Marketing)
- Assisted students with assignments that deal with digital strategy, wireframing, front-end development, design, and marketplace evaluation for 4 different course sessions, each with over 25 students

UX Designer — Prepr

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 over 100 website and app screens
- Presented design systems and mockups for new features on the application to improve existing features

Web Research and Design Intern — Peel Halton Workforce Development Group

May 2018 – Aug 2018

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

EDUCATION

University of Toronto | HBA in Digital Enterprise Management

Sep 2016 – Jun 2020

SKILLS

Web Design

Web Development

User Research

Data Analysis

Usability Testing

Digital Marketing

Project Management

Visual Design

HTML5, CSS3

JavaScript

Figma

Adobe Illustrator

Adobe InDesign

WordPress

Web Analytics