

Sumaiya Saleem

Toronto, Ontario, Canada | sumaiya.saleem@mail.utoronto.ca | sumaiyasaleem.me

EDUCATION

University of Toronto

B.A. Digital Enterprise
Management

Sep 2016- Apr 2020

SKILLS

User Research

Data Analysis

Usability Testing

Information Architecture

Wireframing

Prototyping

Web Design & Development

Digital Marketing

Web Analytics

TOOLS

HTML/CSS, Javascript

Adobe InDesign

Adobe Illustrator

WordPress

Figma

InVision

Balsamiq

Tableau

COURSES

Communications Research

Human-Computer Interaction

Advanced Web Design

IT Consulting

Performance Assessment

Data Analysis

Digital Marketing

Web Development

Financial Methods

WORK EXPERIENCE

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 - Current

- 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 having assigned tasks on each sprint helping contribute towards the site and app for IOS and Android

Expancio.com

IT Consultant | Jan 2019 – Apr 2019

- Produced web application demos for the startup company
- Used wireframing, personas, user research analysis, design thinking, and QA analysis to produce the final product

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