

# 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  
Design Thinking

## 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 Design Intern** | Jan 2020 - Apr 2020

- Made design changes and implementation 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

### University of Toronto

**Teaching Assistant** | Sep 2019 – Apr 2020

- Teaching assistant for courses CCT356 (Digital Marketing) and CCT260 (Introduction to Web Design)
- Assist students with assignments that deal with digital strategy and analysis, wireframing, front-end development, design, and marketplace evaluation

### Prepr

**UX Design Intern** | 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 stakeholders using Adobe InDesign
- Created and presented plans, wireframes, and website content proposals to project advisory committee