Sumaiya Saleem

UX Designer | sumaiyasaleem.me

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EDUCATION

University of Toronto

B.A. (Hons) in Digital Enterprise Management

2016 - 2020

Sheridan College

Certificate in Digital Communication

2020

SKILLS

User Research

UX/UI Design

Data Analysis

Usability Testing

Web Development

Branding

Prototyping

Product Thinking

Visual Design

Digital Strategy

TOOLS

Figma

Illustrator

Balsamiq

HTML/CSS

JavaScript

Tableau

WordPress

InVision

EXPERIENCE

UX Researcher – LeapGrad

Nov 2019 – Current

Leading the user research and UX/UI design process for a complete redesign of the current web and mobile interface. Validated designs through heuristic evaluation, conducting usability testing, and exploratory interviews with over 30 participants.

Interactive UX Design Intern – LinkMentalHealth

Jan 2020 - Apr 2020

Designed new user flows based off user data. Implemented front-end design changes to the platform using HTML/CSS, and JavaScript. Supported the marketing team in amplifying brand voice with content creation.

Teaching Assistant – University of Toronto

Sep 2019 – Apr 2020

Teaching assistant for Digital Marketing and Intro to Web Design. Led class discussions and offered support to students on assignments that deal with digital strategy, front-end development, design, and marketplace evaluation.

UX Designer – Prepr

May 2019 – Dec 2019

Created new solutions for improving visual design and usability of the web and mobile interfaces. Used Figma to wireframe, design, and prototype over 100 screens and user flows, and communicated my designs to in-house and outsourced developer teams.

Web Research and Design Intern – Peel Workforce Development Group

May 2018 - Aug 2018

Conducted primary and secondary research through metric surveys and conducted user research to produce information packages for project stakeholders. Created and presented plans, wireframes, and website content proposals to the project advisory committee.