

Sumaiya Saleem

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education

University of Toronto,
B.A. Digital Enterprise Management
Sep 2016 – April 2020

Sheridan College,
Certificate, Digital Communication
and Media/Multimedia (Current)

skills

Research, Design Thinking, Data
Analysis, Wireframing, Prototyping,
Information Architecture, Task
Analysis, Web Design, Front-end
Development, Digital Marketing,
Process Mapping, Interface Design,
Web Analytics, AODA Standards

tools

InDesign, Illustrator, HTML5,
CSS3, Bootstrap4, JavaScript,
WordPress, Tableau, InVision

courses

Communications Research
Human-Computer Interaction
Advanced Web Design
Web Development
IT Consulting
Performance Assessment
Data Analysis
Digital Marketing
Financial Methods
Economics

experience

Peel Halton Workforce Development Group
– Web Research and Design Intern

May 2018 – August 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 website information architecture and wireframes, and presented proposals to the project advisory committee.

SILC
– Marketing Assistant / Teacher

Sep 2016 - Current

Volunteer weekly to create innovative lesson plans and projects, prepare posters, and assist with events.

current projects

Capstone Project – Advanced Web Design & Digital Strategies (2019)
Currently working with MIA Events, a start-up company to create a website using WordPress and create an online presence

Expancio Web Demos – IT Consulting (2019)
Group leader to provide the company Expancio with consulting strategies. Currently producing web application demos for their website, by applying design thinking and user research analysis.

Student Food Planning App – Human-Computer Interaction (2019)
Designing an app for UTM students, through observation analysis, user research, task analysis, lo-fidelity designs, prototyping, and usability testing