**Sumaiya Saleem**

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# 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