**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, Bootrstrap4, 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