

# Sarah Saleh UX Designer & Digital Strategist

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## PROFILE

An experience and solutions designer committed to crafting digital and in-person experiences that are strategic, technical, and high quality, ensuring accessibility for all users and customers. A passionate University of Toronto graduate student with experience in design, technology, and business, seeking Co-op / Internships for Summer and Fall 2026.

## EDUCATION

**University of Toronto** **Sept 2025 - Present**  
**Master of Information in User Experience Design**

- Relevant Coursework: UX Foundation, UX Studio, Information Architecture
- Awarded Faculty of Information Fellowship (Full Tuition)

**University of Waterloo** **Sept 2020 - Apr 2024**  
**Bachelor of Global Business and Digital Art, Minor in French**

- Relevant Coursework: UX Design & Research, Working in Teams and Project Management, Quantitative Methods, Management Information Systems, Customer Experience Design, Design for Privacy & Transparency, Ethics and Values in Design
- GPA: 4.0 (Graduated Honours with Distinction)

**University of Leeds – Study Abroad Semester** **Sept 2022 - Jan 2023**

- Study abroad coursework at the School of Design

## SKILLS

**Technical & Digital:** Figma, Adobe Creative Suite, HTML/CSS, Design Thinking, Wireframing, Research, Interaction Design, Usability Testing, Social Media Campaigns and Strategy, Journey Maps, Personas

**Business/Strategy:** Project Management, Canvas Strategies, Consumer and Market Research, Analytics and Performance Markers, Stakeholder Analysis, SEO, CRM

**Languages:** Arabic (Fluent), French (Proficient)

## PROJECTS

**Sun Life Financial Capstone** **Jan 2024 - Apr 2024**  
**Research & Development and Product Design**

- Collaborated with a dynamic team to successfully deliver an impactful solution for bridging the gender gap in women's mental health
- Utilized all steps of the design thinking process to drive project success
- Conducted diverse research methodologies including interviews, academic literature reviews, and A/B testing to evaluate solution effectiveness and market viability
- Crafted wireframes and prototypes at varying fidelity levels using Figma and FigJam
- Orchestrated the development of a robust corporate entrepreneurship framework and business plan, evaluating market potential and product viability
- Successfully completed capstone project as one of the top performers with a 95% grade and was invited to Sun Life's XD Month Event to showcase solution

**University of Toronto - INFH1611 UX STUDIO**  
**User Experience Researcher and Designer**

**Sept 2025 - Dec 2025**

- Worked in a group of 4 to complete a UX project from start to finish
- Utilized secondary and primary research techniques (literature review and interviews)
- Came up with design opportunities and developed relevant artifacts (personas, storyboards, journey maps)
- Created low fidelity prototypes before working on a wireframe using Figma
- Completed high fidelity project with necessary branding and aesthetics
- Successfully completed project with a 90% grade

**PROFESSIONAL EXPERIENCE**

**Elite Car Shine Inc.**  
**UX Designer Freelance**

**Nov 2024 - Sept 2025**

- Worked on the user experience of the elitecareshine.ca website, simplifying the online booking process, further increasing engagement and appointments by 40% since Nov 2024.

**Social Media and Marketing Strategist**

**Feb 2024 - Nov 2024**

- Managed social media accounts on various platforms, producing compelling content to promote car detailing services, resulting in a 30% increase in bookings over six months
- Enhanced brand visibility and customer engagement by 20% through effective social media strategies, including targeted promotions and leveraging customer testimonials
- Collaborated with the marketing team to monitor analytics/SEO, engage with followers, and optimize social media campaigns to achieve marketing goals

**KnowledgeFlow Cybersafety Foundation**  
**UX/UI Digital Literacy Course Designer Internship**

**May 2023 - Sept 2023**

- Developed an impactful online course tailored for educators aimed at improving digital media literacy competencies
- Ensured the course modules and flow had a strong sense of user experience
- Conducted comprehensive research on Cyber in Culture and Society, enriching course content with up-to-date insights and relevant data
- Crafted engaging and informative lessons, quizzes, and graphics to optimize learning outcomes within the course framework
- Fostered productive collaboration with stakeholders and team members, actively participating in editing sessions and providing valuable feedback to refine course materials
- Received an average rating of 4.8/5 from participants on course satisfaction surveys, reflecting positive user experience and content relevance

**SMS Contracting and Services**  
**Office Administrator and Assistant Manager**

**Jun 2019 - Sept 2021**

- Communicated and developed a relationship with head contractor regarding the needs, concerns, and issues in the office
- Organized and prepared documents in an efficient manner
- Created and updated spreadsheets, invoices, and budgets
- Collaborated with marketing team to come up with campaigns and solutions and created graphic design content
- Improved office culture and productivity by 20%

**EXTRACURRICULAR ACTIVITIES**

**Sports Sisterhood**  
Marketing Communications Member

**Laurier/Waterloo Designathon**  
User Experience Designer

**George Brown College Continuing Education**  
SEO and Paid Search Course

**INTERESTS**

Hockey  
Sports  
Media  
Travel  
Fashion  
Design  
Cybersecurity  
Emerging Technologies