Marium Naseem

MN

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QUALIFICATIONS SUMMARY

Detail-oriented UX designer with expertise in user-centered design, business strategy, and visual communication. Pursuing a Global Business and Digital Arts degree with a Psychology minor at the University of Waterloo. Skilled in Adobe Creative Suite, Figma, and front-end development (Javascript, HTML & CSS). Experienced in design research, website redesigns, and creating interactive user experiences, including work at SellStatic, digital content reaching 300K+ views, and small business projects.

SKILLS

Design & Prototyping

Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro

Front-End & Technical

HTML, CSS, basic JavaScript, responsive web design principles

Research & Strategy

User research, usability testing, wireframing, journey mapping, information architecture, accessibility design

Business & Analytical

Design thinking, project management, marketing strategy, data interpretation, branding

Soft Skills

Collaboration, problem-solving, communication, adaptability, attention to detail, time management

PERSONAL & PROJECT EXPERIENCE

Content Creator | Self-Initiated Project | September 2025 – Present
- Applied social media strategy, digital culture insights, and user-centered design principles to create short-form video content focused on affordable food, beauty, and lifestyle deals in Ontario
- Utilized Adobe Express, Canva, Illustrator, and Adobe Media Encoder to record, produce, edit, and publish videos across platforms
- Achieved five viral videos, including **three exceeding 100K views**, by optimizing content for engagement, accessibility, and user relevance

UX & Visual Design Projects | University of Waterloo | September 2025
Redesigned a website using HTML and CSS to improve usability, accessibility, and overall visual flow, applying front-end design principles and user interaction best practices

PERSONAL & PROJECT EXPERIENCE CONTINUE

UX & Visual Design Projects | University of Waterloo | September 2025
- Designed and developed an educational card game inspired by Service Design for Business, integrating game mechanics and visual storytelling to communicate key design concepts

UX Design Intern | SellStatic | May 2024 - August 2024
- Remote/Waterloo
- Redesigned FAQ and Contact Us pages to improve usability, navigation flow, and visual hierarchy, aligning with the company's AI-driven services.
- Conducted UX evaluations and competitor analyses to identify opportunities to improve clarity, accessibility, and user trust.
- Implemented design revisions that enhanced user engagement and consistency across product touchpoints.
- Collaborated with developers and marketing teams to ensure smooth handoff and implementation of UX recommendations.

EDUCATION

University of Waterloo | Waterloo, ON
- Bachelor of Global Business and Digital Arts, Minor in Psychology
- Expected Graduation: 2028
- Relevant Coursework: User Experience Design, Human-Computer Interaction, Digital Media, Design Thinking, HTML & CSS, Consumer Psychology.
- Developed interdisciplinary knowledge integrating design, business strategy, and technology to create user-centered solution

CERTIFICATIONS & AWARDS

2nd Place, Microsoft Sustainability Hackathon — August 2023
- Collaborated with a multidisciplinary team to develop an innovative, user-centered sustainability solution to fast fashion

Google UX Design Professional Certificate - February 2023
- Collaborated with a multidisciplinary team to develop an innovative, user-centered sustainability solution to fast fashion

IBM Design Thinking Practitioner Certificate - October 2022
- Trained in human-centered design principles, ideation frameworks, and problem-solving processes