

Marium Naseem

647-614-8867 | Milton, ON | m6naseem@uwaterloo.ca | mariumnaseem.com

Summary

UX designer with experience in user-centered design, design research, visual communication, and website redesigns. Skilled in Figma, Adobe Creative Suite, HTML, CSS, and JavaScript, with experience creating digital content, interactive user experiences, and high-performing social media content. Experienced in content creation strategy and production equipment, including RODE microphones and Canon camera settings. My social media content has generated 1 million views in the past 60 days and over 2.5 million views in the past year.

Skills

Design & Prototyping: Figma, wireframing, interactive prototyping, visual design, design systems, Adobe Creative Suite.

Research & Product Thinking: user research, usability testing, survey design, journey mapping, competitive analysis, information architecture, accessibility.

Front-End & Technical: HTML, CSS, JavaScript, responsive design, basic coding collaboration.

Marketing & Content: content strategy, social media strategy, copywriting, branding, campaign planning, audience engagement.

Analytics & Collaboration: Google Analytics 4, Excel/Google Sheets, data interpretation, stakeholder communication, cross-functional collaboration, presentation skills.

Experience & Projects

Harmony App | UX / Product Design Project April 2026

- Collaborated to create a user-centered app design project focused on improving the experience of roommates through research and iteration.
- Interviewed users, conducted usability testing, and developed wireframes, diagrams, and affinity maps to refine the final design.

UX Design Intern | SellStatic | May 2024 - August 2024

- Redesigned FAQ and Contact Us pages to improve usability, navigation flow, and visual hierarchy for an AI-driven services platform.
- Conducted UX evaluations and competitor analyses to identify opportunities to improve clarity, accessibility, and user trust.
- Implemented design revisions that improved consistency across product touchpoints and strengthened the overall user experience.
- Collaborated with developers and marketing teams to support smooth handoff and implementation of UX recommendations.

Experience & Projects

Content Creator | Self-Initiated Project | September 2025 – Present

- Developed short-form video content by applying social media strategy, content strategy, and user-centered design principles.
- Produced and published videos across platforms using Adobe Express, Canva, Illustrator, and Adobe Media Encoder.
- Generated 1 million total views in the past 60 days and over 2.5 million views in the past year through audience-focused content.

UX Website Design Project | Nostalgia Archive | May 2024 - August 2024

- Designed and developed a responsive website using HTML and CSS to improve usability, accessibility, and visual flow.
- Applied front-end design principles to strengthen navigation, readability, and content hierarchy.
- Created a personal nostalgia archive to organize and present meaningful content in a visually cohesive and user-friendly way.

Certifications & Awards

Milton Holiday Card Design Competition Finalist — December 2025

- Created illustrated digital artwork that reflected the holiday season and the Milton community

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

- Completed a 6-month Google UX Design program focused on user research, interaction design, and prototyping.

IBM Design Thinking Practitioner Certificate — October 2022

- Trained in human-centered design principles, ideation frameworks, and problem-solving processes

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, Design Thinking, HTML & CSS, Consumer Psychology, Information Architecture, AI-assisted design workflows