

AROOBA NASIM

www.aroobanasim.ca

CONTACT

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SKILLS

Product & UX Design

Figma, Wireframing, Prototyping, Interaction Design, Information Architecture

Research & Testing

UX Research, Persona Development, Usability Testing, Accessibility

Web & Content

Shopify CMS, WordPress, Canva, Adobe XD

Analytics & Strategy

Google Analytics, Shopify Analytics, SEO, Content Strategy, Data Analysis

LANGUAGES

- English
- Urdu
- Hindi
- Punjabi

PROFILE

Product designer with experience creating user-centered digital experiences through UX research, interaction design, and prototyping. Combines a background in e-commerce and digital marketing with user insights and data-driven strategy to design intuitive experiences that support both user and business needs.

EDUCATION

Honour's Bachelor in Digital Enterprise Management

June 2025

University of Toronto - Mississauga, ON

GPA: 3.71 / 4.0 Dean's list (2023-2025)

PRODUCT AND DIGITAL EXPERIENCE

Freelance Product Designer

Aug 2026

Grandad's Nuts

- Designed and developed a responsive brand website, creating experiences for product discovery, brand storytelling, store locations, and customer inquiries
- Translated the company's brand identity into a cohesive digital experience through intuitive navigation, product presentation, and responsive design

E-commerce Manager & Marketing Assistant

Aug 2021-Jan 2022

Village Vitamin Store

- Designed SEO-driven campaigns and optimized Shopify landing pages, increasing email and ad click-through rates by **200%**
- Improved website navigation and product organization using customer feedback and Shopify Analytics
- Developed keyword-focused blog content using analytics, increasing website traffic by **30%**
- Managed **~200** monthly customer inquiries and identified recurring pain points to improve the customer experience

PROJECT EXPERIENCE

Haven VR (Meditation Experience)

Apr 2025

Speculative Design III

- Designed an immersive VR meditation experience focused on mindfulness, developing calming interactions and intuitive navigation to support the overall user experience
- Conducted user research and usability testing to identify usability issues and refine interaction flows through iterative design

ADDITIONAL EXPERIENCE

Sales Associate

Oct 2022- Present

Homesense

- Assisted 20-30 customers with personalized product recommendations while maintaining organized, visually engaging product displays
- Perform cash office duties, including balancing registers, reconciling transactions, and preparing daily deposits to ensure accurate store operations