

IBRAHIM SIDDIQUI

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EDUCATION

User Experience (UX) Design - Certificate
York University | Toronto, ON

Sept 2023 - May 2024

Business and Society - B.A. Honours
York University | Toronto, ON

Sept 2020 - Apr 2024

SKILLS

Soft Skills: Communication, Cross-Collaboration, Organization, Problem Solving, Detail Oriented, Team Player

Hard Skills: UX/UI Design, Visual Design, Wireframing & Prototyping, User Research & Usability Testing, Design Thinking, Analytical, Project Management, Marketing, Customer Service & Sales

Technical Skills: Figma, Miro, Useberry, Maze, Adobe Photoshop, Excel, HTML/CSS (Beginner)

EXPERIENCE

Booth Manager | Canadian National Exhibition - Toronto, ON

Aug 2024 - Sept 2024

- Oversaw opening and closing procedures while monitoring inventory and earnings. Thrived in a fast-paced environment, delivered exceptional customer service, and consistently met or exceeded daily sales targets.

UX Designer | TeamCarts (Startup) - Toronto, ON

Feb 2024 - May 2024

- Acted as the team client liaison, communicating design recommendations and translating client needs into actionable insights. Collaborated with a team of 4 designers to implement a comprehensive UX design process, successfully identifying key areas for improvement in the iOS mobile eCommerce app.
- Designed high-fidelity prototypes for a new in-cart chat feature to enhance user engagement, iterating based on user feedback to deliver a polished Figma prototype for development.

Project Coordinator | Green Campus Cooperative (Non-Profit) - Toronto, ON

Sept 2023 - Apr 2024

- Conducted market research on Fairtrade and sustainable products, collaborating with cooperatives for data analysis and project coordination, while managing GCC social media accounts.
- Organized and co-led Fairtrade events, workshops, and activities, created informative materials to engage and educate the campus community, and executed promotional and educational campaigns to foster partnerships.

Assistant Manager | Fairweather - Pickering, ON

Aug 2022 - Dec 2023

- Managed store operations, including opening, closing, visual merchandising, and inventory management, while consistently meeting or exceeding sales targets and delivering exceptional customer service.
- Supervised and trained new team members, assisted with scheduling and payroll, and maintained vast knowledge of products, pricing, and promotions to enhance team performance and customer experience.

PROJECTS

Green Beans App | York University - Toronto, ON

Jan 2024 - Mar 2024

- A mobile UI that blends intuitive design and user-centric features to help users reduce food waste. Designed with various stages of user flows, wire-framing, prototyping, and usability testing for a seamless experience.

Apple TV+ | York University - Toronto, ON

Nov 2023 - Jan 2024

- UX research aimed at understanding prolonged browsing behaviors among Apple TV+ users, conducted through in-depth user interviews and analysis. Generated actionable insights that informed a collaborative workshop design to enhance design processes and optimize the user interface.