

# SABINA RAFAY

## PORTFOLIO

- <https://sabinarafay.myportfolio.com/> <https://www.linkedin.com/in/sabina-r-a2a534212/>
- 

## EXPERIENCE

### Designer Teaching Assistant

University of Waterloo Stratford | Waterloo, ON | January 2022 - Present

- Evaluating the work of 100+ students and providing feedback to reinforce existing strengths, keep goal-directed behavior on course, and increase students' abilities to detect and remedy errors on their own.
- Mentoring students in analyzing digital culture and society podcasts research papers and videography (GBDA 203). Motion graphics (GBDA202)
- advertisements, and documentary films using Adobe After Effects, Premiere Pro, Audition, and Media Focusing on design principles guiding dynamic imaging, video capture, editing time-based media, and post-production for digital delivery.

### Digital Communications Assistant

University of Waterloo Environment | Waterloo, ON | May 2023 - August 2023

- Managed Environment's Instagram and Facebook channels, overseeing audience engagement and retention.
- Delivered high-quality, insightful, informative, and entertaining written content while meeting tight deadlines.
- Followed trends in the industry and target genre to capitalize on emerging trends.
- Applied strong writing, editing, and proofreading abilities to each assignment to produce the best possible content.

### UX Designer

Ripen | Toronto, ON | August 2022 - December 2022

- Worked successfully with diverse group of coworkers to accomplish goals and address issues related to our products and services.
- Coordinated production across stages from concept and design development through final testing and optimization.
- Created web models or prototypes using physical, interface, logical and data models.

### Social Media Marketing Intern

Orbis86 | California, USA | April 2022 - July 2022

- Monitored Facebook, Instagram, Twitter and other social media platforms to build customer connections.
- Focused on growing social media presence through engaging content and using data and customer insights to guide the process by 10%
- Employed storytelling for digital content and developed unique campaigns to promote brand engagement.

### Copywriter

## CONTACT

📞 647-217-3665

✉️ S2rafay@uwaterloo.ca

📍 Waterloo ON

## SKILLS

### Design

- Persona
- Storyboarding
- Wireframing
- Prototyping

### Research

- Interview
- A/B testing
- Usability testing
- Statistical analysis

### Toolkit

- Figma
- Canva
- Adobe Creative Cloud
- Microsoft Office Suite
- Procreate
- Sketch
- CapCut
- Miro

## EDUCATION AND TRAINING

### Bachelor of Arts

Digital Arts

University of Waterloo,  
Waterloo, Ontario, Canada

- 3.7 GPA
- Honor roll 2020, 2021, 2023


Expected in June 2024

## LANGUAGES

English

Urdu

Creators Collector | Waterloo,  
ON | September 2021 - May  
2022

- 
- Creator's Collective -, Tasked to write for the Wonderland Issue and Spectra Edited
  - and proofread copy for grammar, punctuation, and spelling, rewriting for clarity and accuracy.
  - Developed, optimized and copy-edited marketing content for consumer-facing websites.
  - Created effective messaging using language, graphics and marketing collateral.

### **Graphic Designer**

*Hera | Waterloo, ON | September 2021 - January 2022*

- Designed brand assets, theme logos, and event posters to meet brand requirements.
- Leveraged proficiency in Adobe InDesign, Photoshop, and Illustrator to design email blasts, catalogs, posters, and other promotional materials. Tasked to
- oversee and design branding strategy for females in STEM/Design