

SABINA RAFAY

CONTACT

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👤 [Sabina Rafay](#)

EDUCATION

UNIVERSITY OF TORONTO

Master of Information - UXD
2024 - 2026

UNIVERSITY OF WATERLOO

B.A. of Global Business and
Digital Arts, Dean's Honor
2020 - 2024

SKILLS

Software Proficiency: Adobe Suite, Figma, Microsoft Office Suite, Bubble, Notion, Asana, Jira, Miro, Canva, Hubspot Procreate and Meta

Web Development: Responsive Web Design (JavaScript, HTML, CSS), WordPress, Wix

3D Modelling: Blender, Gravity Sketch, Unity, Revit, SolidWorks

Industry Knowledge: Product Design, Graphic Design, UX Research, UI Design, Web Design and Brand Development

PROJECTS

Sun Life Capstone Project	2024
Sun Life Design Jam	2023
UW Creators Collective	2022
UW Creators Collective	2021

CERTIFICATIONS

Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans TCPS 2: CORE 2022

PROFILE

Creative Designer skilled in graphic design, UX/UI, branding, and marketing. Expert in creating engaging visuals, user-friendly interfaces, and effective marketing materials. Passionate about combining creativity and strategy to enhance user experiences and drive business growth through innovative design solutions.

WORK EXPERIENCE

DIGITAL CONTENT COPYWRITER – *Contract full-time*

Self-Justice Inc

March 2024 – July 2024

- Created written pieces for **4 different platforms**, such as LinkedIn, Instagram and web applications.
- Utilized SEO principles to **optimize web content** and **increase visibility in search engine results by 5%**.
- Analyzed performance metrics to adjust content strategies and **improved engagement which boosted by 8%**.

DESIGNER TEACHING ASSISTANT – *Contract part-time*

University of Waterloo Stratford Campus

Jan 2022 – April 2024

- **Evaluated the work of 200+ students** and provided feedback to increase students' abilities to detect and remedy errors on their own.
- Assisted students in **analyzing digital culture** and society through podcasts research papers and videography.
- Held office hours to **60 students** per week on deliverables and assisted them with video production using a Canon 90D camera

DIGITAL COMMUNICATIONS ASSISTANT – *Co-op*

University of Waterloo, Faculty of Environment

May 2023– Sep 2023

- Managed Environment's Instagram and Facebook channels, overseeing audience engagement, **growing the platform by 10%** within a 4-month timeline.
- Delivered **5 articles per week** of high-quality, insightful, informative, and informative written content while **meeting tight deadlines**.
- Redefined the existing homepage of the Faculty's website. **Designed core user interfaces** preparing the project for its first initial launch on Student Information Systems like WCMS3.

UX DESIGNER – *Contract full-time*

Pifitapp – Paying It Forward

Oct 2022 – Dec 2023

- Worked collaboratively with a **diverse group of designers** to accomplish goals and address issues related to our mobile and web interfaces.
- **Employed user-centered design methodologies** to conceptualize and refine prototype screens, contributing to the enhancement of existing features.
- Continuously iterated upon the internal component library with careful attention to detail, **solidifying core UI components** from scratch for consistency & professionalism.

INFLUNER MARKETING & DESIGNER INTERN – *Internship*

Orbis86 – NFT Company

April 2022 – Sep 2022

- Monitored social media platforms to build user connections, engaged with followers, responding to comments, addressed inquiries and concerns **promptly and professionally on NFT WEB3**.
- Focused on growing social media presence through engaging content, data insights, SEO strategies, and targeted ads, **achieving a 10% growth**.
- Designed a brand strategy, **boosting to 15%** in engagement by aligning marketing efforts with brand values through consumer research on Web 3 .