

AROoba NASIM

PRODUCT DESIGNER

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Product Designer with a background in Digital Enterprise Management, combining UX research, interaction design, and digital marketing to create intuitive, user-centered digital experiences. Experienced in translating user insights into engaging products through research, prototyping, content strategy, and data-driven decision making. Passionate about transforming user insights into thoughtful, accessible digital experiences.

EDUCATION

Honours Bachelor of Arts, Digital Enterprise Management

04/2025

University of Toronto Mississauga — Mississauga, ON

GPA: 3.71 Dean's List (2023–2025)

PRODUCT AND DIGITAL EXPERIENCE

E-commerce Manager & Marketing Assistant

08/2021 – 01/2022

Village Vitamin Store, Mississauga, ON

- Designed and executed SEO-informed holiday marketing campaigns, optimized website landing pages, and created promotional visuals using Canva and Shopify CMS, increasing email and ad click-through rates by 200%.
- Improved website content and product organization using customer feedback and Shopify Analytics to simplify navigation and enhance the online user experience.
- Created and managed a health-focused blog using keyword-based content strategies and Shopify Analytics to guide content, boosting website traffic by 30%.
- Resolved ~400 monthly consumer inquiries and identified recurring consumer pain points, improving client satisfaction and response efficiency.

CUSTOMER SERVICE & RELATIONSHIP-BUILDING

Sales Associate

10/2022 – Present

Homesense, Mississauga, ON

- Assisted 20–30 customers per shift with personalized product recommendations, supporting purchasing decisions and customer engagement.
- Promoted loyalty program and communicated benefits effectively, increasing customer sign-ups by ~10% per shift.
- Maintained visually appealing and organized product displays to enhance product visibility and support in-store brand experience.

PROJECTS

VR Meditation Experience

2024

Speculative Design III

- Designed an immersive VR meditation experience to support mindfulness through calming interactions and intuitive navigation.
- Conducted user research and usability testing to improve interaction flow and overall experience.

EmployEase Website Redesign

2022

Speculative Design II

- Conducted user research, developed user flows, wireframes, and high-fidelity prototypes to improve navigation and task completion.
- Iterated on designs using usability feedback while balancing user needs with business goals.

SKILLS

UX Research • Persona Development • Information Architecture • Wireframing • Prototyping (Figma) • Interaction Design • Usability Testing • Design Systems • Accessibility • Shopify CMS • WordPress • Canva • Adobe XD • SEO • Google Analytics • Shopify Analytics • Content Strategy • Data Analysis