

## Tahaan Da Silva

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### Work Experience

#### Global Engagement Assistant

Wilfrid Laurier University: Global Engagement October 2025 - Present

- Supported program management and delivery of global engagement initiatives, enhancing intercultural learning opportunities for 1,000+ students.
- Assisted with the coordination and documentation of projects, tracking deadlines and maintaining participant databases using Excel.
- Managed event communications and promotional design using Canva, improving event visibility and engagement.
- Collaborated across teams to ensure programs aligned with organizational goals and student needs.

#### Marketing Student Leader

Wilfrid Laurier University: Athletics & Recreation August 2025 - Present

- Managed team workflows and delegated creative projects to ensure timely and high-quality delivery of marketing materials.
- Supported program coordination and planning by maintaining project trackers, KPI spreadsheets, and utilizing scheduling tools.
- Contributed to communications strategies, designing digital content and outreach materials for diverse student audiences.

#### Marketing & Engagement Executive

Wilfrid Laurier University: LOCUS September 2024 - Present

- Implemented social media strategies using timely promotions, interactive competitions, and trend-based content, increasing club awareness and a growth in follower count on all platforms
- Coordinated and supported on-campus and virtual events, fostering student engagement and community building.
- Managed communications with students and community partners via email, social media, and Microsoft Teams.
- Tracked social media metrics to routinely improve social media strategy and increase audience engagement.

#### User Interface Design Intern

Crow Report February 2024 - March 2024

- Collaborated with designers and developers to deliver user-centered design solutions that aligned with client goals.
- Conducted research on 20+ competitor platforms and compiled design references to support ideation and development.

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- Designed interface elements, iconography, and style guides, contributing to consistent and scalable digital experiences.
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### Education

**Honours Bachelor of Design:** User Experience Design Program      September 2023 - Present  
*Wilfrid Laurier University*

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### Key Skills

**Research & Discovery:** Data analysis, competitive research, user insights

**Design Thinking & Innovation:** Ideation, prototyping, journey/experience mapping

**Project Management:** Workflow organization, KPI tracking, agile teamwork

**Communication & Presentation:** Pitching, stakeholder communication, visual storytelling

**Collaboration & Leadership:** Team coordination, facilitation, cross-functional work

**Tools:** Figma, Illustrator, Canva, Excel, Microsoft 365, Miro, Notion

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### Additional Information

#### Volunteer Experience, Social Media Manager

User Experience Design Students Association      September 2024 - April 2025

- Analyzed past social media campaigns and identified opportunities to align new content with our target audience.
- Coordinated with the internal marketing team to develop high-impact social media marketing - campaigns.
- Produced clear and engaging copy for club resources and marketing materials.