

# REA SAHI

Oakville, ON | +1 (905)-599-0074 | [contact@reasahi.com](mailto:contact@reasahi.com)

Portfolio: [www.reasahi.com](http://www.reasahi.com) | <https://www.linkedin.com/in/rea-sahi/>

## SUMMARY

---

I am a curious, proactive UX design graduate student with a passion for solving complex problems and universal design solutions. I pride myself on being organized, adaptable, and highly curious to learn as much as I can from those around me. My personal mission is to connect people from all walks of life, creating universally accessible experiences that can resonate with anyone, no matter their background.

## EDUCATION

---

### UNIVERSITY OF TORONTO

Master of Information Degree

Concentration in *User Experience (UX) Design*

CGPA: 3.85

Toronto, ON

Sep 2024 - Present

### UNIVERSITY OF TORONTO

Bachelor of Arts (Honours)

Major in *Communication, Culture, Information, & Technology*

4th Year GPA: 3.8

Mississauga, ON

Sep 2019 - Nov 2023

## WORK EXPERIENCE

---

### PROMISE SUPPLY (e-Commerce Website)

*User Experience Designer (Contracted)*

Toronto, ON

Oct 2025 – Present

- Leading a full-site redesign by collaborating with the founder and e-commerce manager to optimize structure, content, and user experience through audits, heatmap insights, and a reimagined information architecture
- Designing low-fidelity storyboards and layout concepts that improve navigation, align with the in-store customer journey, and guide upcoming Shopify front-end implementation to support key business KPIs

### VALORANT ACADEMY (e-Sports Coaching Business)

*User Experience Designer (Contracted)*

Toronto, ON

Feb 2025 – Jul 2025

- Assisted co-founders and developers to overhaul existing sign-up, task flows, and elevate information architecture for business Discord server
- Worked closely with co-founder in FigJam to design happy path for user onboarding, findability of primary features, and adding new information to the server

## UNIVERSITY PROJECTS

---

### TERN TRAVEL (INF1602: UX Fundamentals)

Sep 2024 - Dec 2024

- Designed and prototyped a hi-fidelity prototype for a culturally focused travel packing application in Figma
- Used the double diamond model to find a problem, conduct user research, prototype low and high fidelity versions, and present progress to industry experts every 3 weeks
- Collaborated in group of 4 with strict deadlines and rapid boot-camp style learning through this term long project

### SSENSE WEBSITE REDESIGN (CCT380: HCI & Communication)

Sep 2025 - Dec 2025

- Redesigned the navigation and interface of [www.ssense.com](http://www.ssense.com), conducting card sorting exercises, heat map evaluations, and prototyping
- Improved usability for diverse users by implementing intuitive navigation, clearer labeling, and inclusive design solutions validated through iterative usability testing

## ADDITIONAL

---

**Technical Skills:** Proficient in Figma, Webflow, Adobe Creative Suite, Microsoft Office; Knowledge of HTML, CSS, Python

**Certifications & Training:** TCPS 2 CORE-2022