

REA SAHI

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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

Toronto, ON

Sep 2024 - Present

Concentration in *User Experience (UX) Design*

CGPA: 3.85

UNIVERSITY OF TORONTO

Bachelor of Arts (Honours)

Mississauga, ON

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

Sep 2019 - Nov 2023

4th Year GPA: 3.8

WORK EXPERIENCE

PROMISE SUPPLY (e-Commerce Website)

Toronto, ON

User Experience Designer (Contracted)

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 reimaged 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)

Toronto, ON

User Experience Designer (Contracted)

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

TERM 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

SSSENSE WEBSITE REDESIGN (CCT380: HCI & Communication)

Sep 2025 - Dec 2025

- Redesigned the navigation and interface of 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