Maleeha Abrar

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ABOUT

Marketing & Design-focused GBDA student specializing in UI/UX, digital marketing, and content strategy. Experienced in creating user-centered digital experiences and supporting marketing campaigns.

EDUCATION

Global Business & Digital Arts
University of Waterloo
2022 - 2027

Relevant Coursework: Digital Marketing, Digital Media Design, Game Design, UI/UX Fundamentals, Project Management, Business Development

SKILLS

Marketing

- Social Media Strategy
- Content Creation
- Campaign Planning
- Audience Engagement
- Analytics

Design & Creative

- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
- Figma
- Canva

Technical

- HTML/CSS
- Visual Studio Code
- Microsoft Office
- Learning Management Systems (LMS)

EXPERIENCE

Marketing Vice President @ UW PSA — JAN '24 - APR '26
Waterloo, ON

- Lead marketing strategy for 20+ events a year, drawing 500+ students to PSA events.
- Managed PSA's Instagram and TikTok pages (9000+ combined followers) with a consistent content calendar and brand.
- Plan, shoot and edit 10+ short-form videos a term, testing hooks, captions and trending audio; top TikTok earned 10K+ likes.
- Design event graphics and campaign assets in Canva, keeping the marketing recognizable look across platforms.

Marketing & Research Intern @ Strategic Advantage — MAY '25 - AUG '25
Toronto, ON

- Conducted research, drafted content, and edited sections supporting the development of a business book while building pre-launch engagement through social media campaigns.
- Organized course content in a Learning Management System (LMS) for new AI training programs.
- Created promotional videos, short-form content, and digital marketing materials to support brand visibility and client outreach.

IT Desktop Support @ Linamar — SEPT '24 - DEC '24
Guelph, ON

- Resolved 30+ hardware and software tickets a week for staff across departments, using Active Directory, remote desktop and diagnostic tools.
- Assisted colleagues in troubleshooting systems and resolving technical issues to improve workflow efficiency.
- Utilized tools such as Active Directory, remote desktop applications, and system diagnostics to resolve technical issues.

PROJECTS

GraceFully - UI/UX & Product Design — 2026

- Created the brand identity, logo and visual system for a food delivery app designed for seniors.
- Prototyped the mobile app in Figma (wireframes, user flows, interactive components) with simplified navigation, menu browsing and ordering.

Stratford Cinemas Redesign - UI/UX, Marketing & Branding — 2025

- Redesigned cinema website to improve navigation, accessibility, and visual design.
- • Ran user research and usability tests with 52 users, turning pain points into a simpler ticket-buying flow.
- Created stakeholder analysis and value hierarchy charts to guide redesign.
- Designed new logo and web prototype with improved layout.