

SUMALFKA LIU

PRODUCT DESIGNER

✿ EDUCATION

University of Waterloo | Bachelors in Arts and Business Co-op: Communications Arts and Design, Minor Psychology

SEP 2022 - APR 2027, WATERLOO, ON

BrainStation | Diploma, User Experience Design

JUN 2023 - SEP 2023, TORONTO, ON

✿ EXPERIENCE

Product and Design Intern | Sezzle

JAN 2026 - SEP 2026, TORONTO, ON

- **Designed end-to-end product experiences** across Anywhere, marketplace, checkout, and Virtual Card for **1.5M+ Canadian users**
- **Drove 0-to-1 product initiatives** including Travel eSIM and Virtual Card automation, translating requirements into user flows and developer-ready Figma designs
- **Supported the launch of Canada's first in-store BNPL Visa card**, using FullStory, Zendesk, SIA, and transaction data to identify UX issues and product improvements
- **Used behavioral data and product analytics** to inform weekly releases, prioritizing UX improvements and validating shipped experiences across mobile and web

UI/UX Designer | [Lumeto](#)

SEP 2024 - DEC 2024, TORONTO, ON

- Designed **~20 screens across VR and web** for an immersive healthcare training platform, including overlays, option wheels, and EMR tablet interface
- Redesigned VR interaction patterns projected to **reduce UI-related errors by ~40%**, targeting slip-of-hand and interface confusion
- **Developed a Checklist feature** to surface trainee progress in real time, designed for handoff to engineering
- Collaborated with PMs, engineers, and clinical teams across Agile sprints to ship within tight timelines

UI/UX Designer | WSIB Innovation Lab

JAN 2024 - APR 2024, WATERLOO, ON

- **Designed ~50 wireframes across web and mobile** for internal tools including an asset tracker and simplified government-facing documents
- **Conducted 3 user interviews** to uncover usability gaps and shape design direction
- Produced **research-backed briefs** with actionable recommendations for development

[email](#)
[linkedin](#)
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✿ TOOLS

Adobe Suite
Confluence
Figma
FullStory
Jira
Linear
Miro
Zendesk

✿ SKILLS

Accessible design (WCAG)
Agile/sprint workflows
Competitive analysis
Component libraries
Design QA
Design systems
Documentation
Heuristic evaluation
Information architecture
Interaction design
Journey mapping
Prototyping
Usability testing
User flows
User interviews
Wireframing