

Alisha Dey

alishadey.github.io

alisha.dey@mail.utoronto.ca

linkedin.com/in/alishadey/

An aspiring human-centred designer with experience in project management and qualitative and quantitative research.

Skills

- Qualitative: Thematic Analysis, Qualitative Coding, Literature Reviews, Scoping Reviews, Stakeholder Engagement, Policy Analysis, User Interviews, Research Synthesis, NVivo, Zotero, Generative AI Tool Proficiency
- Quantitative: Python (Matplotlib, pandas, statsmodels, numpy), R, SQL, Power BI
- Design: Figma, Canva, Miro, Iterative Design Process, Service Blueprinting, Co-Design, Journey Mapping, Facilitation

Education & Certifications

Master of Information (Human-Centred Data Science), **University of Toronto** 2025-2027 (Expected)

- 4.0 GPA
- Relevant Courses: Programming for Data Science, Statistics for Data Science, Data Modelling and Database Design, Data Analytics, Experimental Design for Data Science, Service Design, Information Architecture, Usability Testing

Certified Associate in Project Management (CAPM), **Project Management Institute (PMI)** September 2026

Bachelor of Knowledge Integration, **University of Waterloo** 2021-2025

- Interdisciplinary arts & science program focusing on solving complex problems through the design process
- 3.9 GPA, and Dean's Honours
- Relevant Courses: Design Thinking, Customer Experience Design, Research Methods, Introduction to Computer Programming, Data Management/Stats, Applied Statistics for Environmental Research

Work Experience

Customer Experience Associate, **Sherwin Williams** June 2026 - Present

Research Assistant, **The Kernel Network** May 2025 - Present

- Conducted a **thematic analysis** and **qualitative coding** using **NVivo** and interview transcripts, generating insights into clinical perspectives on MAiD.
- Completed a **scoping review** with 560 abstracts to gain insights for integrating social science and philosophical perspectives in end-of-life care research.

Residence Life Don, **University of Waterloo** August 2024 - April 2025

Property Operations Assistant, **Region of Peel** May - August 2025

Program Assistant, **Shad Canada** July 2023

Sales Associate, **Cleo** June 2022 - August 2022

Projects

Take Five: A Service to Aid Caregivers March 2026

- A **service designed** to support informal caregivers by providing access to respite care, professional assistance, mental health resources, personalized information, and a sense of community.
- This project was voted the **People's Choice** of the Global Service Jam's Toronto Chapter.

BING-EO: An Internship Redesign for Elections Ontario  February - March 2026

- Co-designed BING-EO, a future-state internship service for **Elections Ontario** that improved onboarding, feedback, and intern engagement through personalized progress tracking and service system design.

Beyond the Playground: Integrating Children Into Public Spaces  September 2024 - April 2025

- Developed design interventions in airports, hospitals, and retail spaces, using the **iterative design process** and a **literature review**, to create more inclusive spaces for children (ages 4-6).

Don't Buy It  September 2023 - April 2024

- **Designed** and fabricated an interactive museum exhibit on sustainable consumption using spatial storytelling to promote an engaging visitor experience.