

Gurwinder Virk

UX & UI Designer

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About

A proactive UX & UI Designer with experience and a strong understanding of Research and Data Analysis methods. A problem solver who is always looking for ways to make other people's life easier. 2020's recipient of the Marketing Faculty Award of Academic Excellence from the Pilon School of Business.

Work

User Experience Consultant / AnalytIQ Accounting & Advisory LTD.

Mar. 2019 - Present / Mississauga, ON

- Approached each project with a user-first mindset, developing personas and journeys, and conducting usability tests throughout the entire process.
- Conducted research through surveys and interviews and analyzed data through statistical methods to gain valuable insights on users behaviour.
- Designed websites, from early wireframes to high-fidelity prototypes that improved the overall user experience and increased leads..
- Effectively presented design concepts and deliverables to stakeholders through frequent meetings.
- Collaborated with local small businesses by providing them with the essentials to have a strong online presence, including: brand identities, optimized websites, social media content, and digital marketing strategies.

Web Designer / Ethnodialogue.

Jun. 2018 - Jan. 2019 / Toronto, ON

- Designed the experience of the website, which contributed to the company's overall inbound marketing strategy.
- Conducted user research to understand behavioural patterns of the target market in order to build a smoother customer journey.
- Came up with personas, user flows, wireframes, and prototypes before delivering the final product.

Education

BA, Marketing / Sheridan College

Jan. 2018 - Apr. 2020 / Mississauga, ON

- GPA: 3.8/4.0
- Marketing Faculty Award of Academic Excellence

Skills

UX Method

Design Thinking
User Personas
User Journeys
Information Architecture
Wireframing
Prototyping
Usability Testing

Research

Surveys
Interviews
Data Analysis
Primary & Secondary Research

Tools

Adobe XD
Figma
InvisionApp
HTML & CSS

Soft Skills

Verbal & Written Communication
Interpersonal Skills
Team Player
Problem Solving
Adaptation
Time Management
User-focused
Detail-oriented

