

About

A **UX & UI Designer** with **2 years** of experience and a strong background in **Marketing** and **Design**.
A **problem solver** who always puts the **user's needs first** while keeping **business goals** in mind.

Work

UX/UI Designer / *Student Price Card Ltd.*

April 2021 - Present / Vaughan, ON

- Updated **User Onboarding Flow**, which led to a **30s decrease** in time required to complete account creation and membership purchase.
- Identified critical **user pain points** through **research** in the form of **surveys** and **interviews**, and designed solutions to solve them.
- Owned the **design process** from start to finish (including journey mapping, information architecture, wireframing, and prototyping) for numerous major UX projects, including but not limited to: **Homepage Overhaul**, **SPCxCIBC** Page, **App** Redesign, and **SPC Chrome Extension**.
- **Worked closely** with multiple teams such as **Creative**, **Marketing**, and **Product Development**, to achieve UX goals.

E-Commerce Content Specialist / *A1 Cash and Carry*

October 2020 - April 2021 / Mississauga, ON

- Designed the **user-experience** of the company's new **e-commerce** website, which launched in February 2021 and currently generates an estimate of **\$10,000/day**.
- Created a multitude of Marketing collaterals, from **print** to **digital**, by strictly **adhering** to the **brand guidelines**, while still deploying a high degree of **creativity** and showcasing knowledge of **design fundamentals** (such as **typography**, **layout**, **colour**, and **contrast**).

Education

BA, Marketing / Sheridan College

January 2018 - April 2020 / Mississauga, ON

- Marketing Faculty Award of Academic Excellence

Skills

Technical

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

Research

Surveys
Interviews
Data Analysis
Primary & Secondary
Research

Tools

Adobe Creative Cloud
HTML & CSS
Figma
InVision
Sketch
Zeplin

Soft Skills

Verbal & Written Communication
Empathy
Team Player
Problem Solving
Adaptation
Time Management
Detail-oriented

Virk