Jaspreet Singh

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PRODUCT DESIGNER

Creative Product Designer with comprehensive UI/UX experience, specializing in user-centered solutions for web and mobile applications. Combines data-driven research with innovative thinking to deliver seamless, pixel-perfect designs. With a proven track record of achieving over 78% user satisfaction across multiple projects; consistently delivering user-friendly designs that drive positive business outcomes.

WORK EXPERIENCE

Graphic Designer | Lawhub Legal | Maple Ridge, BC | June 2021 - Jan 2024

- Created social media posts based on legal research to simplify complex information for a broader audience.
- Managed and maintained all social media accounts and the company website.
- Developed visual content strategies to enhance brand visibility and user engagement.
- Led the design team in creating high-quality visual content for social media, websites, and marketing campaigns.
- Developed design strategies to align with business goals and improve brand consistency across all platforms.
- Increased user engagement and brand visibility through innovative and data-driven design solutions.

PROJECTS

Remote Physiotherapy Mobile Application - PhysioSync | April 2024 - Aug 2024

- Conducted in-depth user research to understand patient and therapist needs.
- Completed a thorough competitor analysis to identify gaps and opportunities in the digital health market.
- Collaborated with cross-functional teams to design and develop key features like personalized exercise routines, machine learning model, real-time progress tracking, and instant messaging.
- Led design reviews and usability testing sessions to gather feedback, iterate on designs, and ensure a seamless user experience.

Customer Record Management Web Application - MealmasterCRM | Jan 2024 - April 2024

- Conducted user research and analyzed data to identify design opportunities and inform design decisions.
- Completed competitor analysis to find a better solution by analyzing the flow of the application.
- Collaborated with cross-functional teams to create wireframes, prototypes, and high-fidelity mockups.
- Facilitated design reviews and user testing sessions to gather feedback and improve design solutions.

SKILL SUMMARY

- **Design:** User Interface, User Centered Design, User Research, Surveys, User Interviews, Competitor Analysis, Stack & User Flow, Information Architecture, Usability Testing, Wireframing, IX Flow, Style Guide, UI

Components, Branding, Design Principles, Prototyping, Design Handoff, Responsive Design, Animation, UX Design, Visual Design, Rapid Prototyping, Front-end, Human-Computer Interaction, Agile, Interaction Design
- **Tools:** Figma, Figjam, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Balsamiq, Jira, WordPress, SketchUp, Blender, Webflow, Framer
- **Languages:** HTML, CSS, Javascript
- **Other:** Strategic, Problem Solving, Communication, Collaborative, Professional, Organization, Analytical.

EDUCATION

Langara College, Vancouver | May 2023- Sept 2024
- Post Graduation in Web & Mobile Development (Designer)

S.D College aff Panjab University, Chandigarh, India | June 2019 - Sept 2022
- Bachelor Degree in Computer Applications