Jasveen Kaur

UI/UX Designer

A UI/UX enthusiast with an eye for details, perpetually intrigued by the interaction between technology & human minds. Pursuing M.Des after B.Tech CSE because understanding the impact of technology on human brains is beyond the limits of engineering. Believes in curated designing to provide a great user experience, hence building user commitment.

EDUCATION

M.Des. UI/UX
GUDS, Gujarat University, Ahmedabad
Aug'22 – Present
- Sem 1 CGPA : 8.0

B.Tech. CSE
GTBIT, Indraprastha University, New Delhi
Aug'18 – June'22
- Cumulative CGPA : 8.5

WORK EXPERIENCE

UI/UX Designer
Revolux Solutions Pvt. Ltd.
March'21 – July'21
- Contributed to brainstorming and strategy meetings to translate complex design problems, user pain points and research findings into practical & impactful UX flow.
- Elevated the product by crafting elegant visual design systems from modern UI patterns & trends.

Graphic Design Intern
Peacock Solar
March'21 – April'21
- Designed 95+ Graphics For Websites, Logos And Promotions For Marketing Purposes.
- Promoted Company's Events By Designing Marketing Materials Such As Posters And Brochures.

PROJECT PORTFOLIO

Ecommerce Website
View Project
- Created Single Cart - Multiple Stores feature of Shupple Ecommerce website.
- Revamped complete UI to solve user pain points.
- Designed 70+ screens consisting UI for Website & App.

Food Donation App
View Project
- Created a concept for an App that connects Donors with surplus food with the ones who are in need.
- Based on 5 Design Thinking steps, created 2 sides of App - Volunteer & Donor side

Design Research
View Project
- Performed Ethnographic research on Wearables- Prosthetics & created Research Map to summarize the complete process.
- Hypostatized personas catering Field of Opportunities (FOO) & created Business Model Canvas (BMC) for them.

Sponsorship Brochure
View Project
- Created Sponsorship Brochure for college annual Fest.

CONTACT

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Location
Ahmedabad, India

SKILLS

Technical Skills
- Design Thinking
- User Research
- Information Architecture
- Wireframing & Mock Ups
- Prototyping
- Visual Design & Storytelling
- Persona Hypothesis
- Branding
- Customer Journey Mapping

Soft Skills
- Empathy
- Ambitious
- Communication
- Analytical Thinking
- Leadership
- Stakeholder Management
- Critical Thinking

Engineering
- HTML
- CSS
- GitHub

TOOLS

- Figma
- Adobe Illustrator

CERTIFICATIONS

- UI/UX Design, Internshala Training - Percentage : 71%
- Basics of Graphic Designing, CQS - Percentage : 92%
- UI Development, Girls Script Foundation

ACHIEVEMENTS

- Secured **Rank 1** in M.Des Sem 1 with 8.0 CGPA
- **Star performer** with 92% in Graphic design course by CQS
- Scored **10.0 CGPA** in class 10th