

Simran Jassal —

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simranjassal3@gmail.com

Education —

Systems Design Engineering
University of Waterloo · 2019

Honours —

Design 2 Win Finalist
Communitech · 2017

RGD Scholarship Winner
RGD, Toronto · 2017

Skills —

Product Thinking
Data Visualization
User Flows
Wireframing
Copy Writing
Product Analysis

Tools —

Sketch, Origami,
Framer.js, Python,
d3.js, React, Illustrator,
risographs

Extracurriculars —

Founder, Love By Didi
Designing desi wedding
stationary and gifts.

Speaker

Given workshops and
lecture style talks for
design interviews and
skills.

Work —

Github · Product Designer · Summer 2018

Designed a dashboard for open source maintainers
to ensure safety and productivity of community.
Developed community and safety guidelines for
all of Github to use.

Drop · Product Designer · Summer 2018

Redesigned the reward system in order to
showcase new brand sponsors on the platform.
Increased reward claim rate by 46%.

Facebook · Product Design Intern · Fall 2017

Owned experiment management tool by
scoping project, re-designing improvements and
presenting changes to stakeholders. Resulted
in 34% increase in team usage.

Shopify · Product Designer · Winter 2017

Built the data visualization system for Shopify's
design guidelines and utilized them to redesign
the dashboard section for Shopify merchants to
make better business decisions.

BNOTIONS · Interaction Designer · Summer 2017

Designed product end-to-end for a major
travel company including wireframes and
prototypes, presented final case to client.

UW/UW · President · Current

Leading Waterloo's first and only UX club
by holding workshop, providing mentorship and
providing learning resources to the community.