AVINASH KAUR

UX/UI designer

ABOUT ME

I'm a UX/UI designer based in London with a solid understanding of user-centric design process and principles.

My work experience includes - conceptualising and brainstorming ideas, conducting user research, designing user journeys, defining interactions, sketching, prototyping, visual design, usability testing, collaborating with stakeholders and developers.

With a strong knowledge of end-to-end delivery and an extensive front-end development experience, I design interfaces which are not only beautiful but also feasible, usable and scalable.

CONTACT DETAILS

Email
kauravee101@gmail.com

Portfolio
www.avinashkaur.me

Linkedin Profile
linkedin.com/in/avinash-kaur9

DESIGN SKILLS

- Problem-Solving
- Design Systems
- Wireframing
- Digital Prototyping (low & high fidelity)
- Interactive prototypes
- Paper Prototypes
- Usability Testing
- Responsive Web Design
- Visual Design

TOOLS

- Sketch
- Invision
- Balsamiq
- Real-Time Board
- Adobe Photoshop
- Adobe Illustrator

DEVELOPMENT SKILLS

- HTML 5
- CSS, SCSS, LESS
- Design Systems
- JavaScript
- Responsive Web Design
- Bootstrap
- jQuery

EDUCATION

Bachelor in Technology,

Computer Science & Engineering,

GGSIPU (IP University), New Delhi, India.

2008-2012

WORK EXPERIENCE

Springer Nature, London, UK

April 2018 - Present

UX/UI Designer, Macmillan Education

Navio

Working on enhancing classroom teaching and students learning experience.

Successfully delivered new features of 1.6 release which received huge positive feedback from Spain.

Built a pattern library for the RCF team which enhanced collaboration between the designers and the developers.

Carried out iterative design and feedback by communicating with the stakeholders and the other UX designers.

Built responsive design directives for the design team which helped to deliver responsive UI designs to the RCF team.

MEP (Macmillan Education Program)

Worked on delivering seamless teaching experience in the classroom using interactive whiteboards

Built design systems for the team which enhanced collaboration between the design and development team which further reduced product development time.

Lead accessibility efforts in the UXD team and designed guidelines for the team to ensure our designs are WCAG 2.1 AA compliant.

Partnered with other UX designers to carry out usability testing which highlighted potential improvements.

Guided the responsive ecosystem and collaborated with the developers to ensure responsive layout and grid system are implemented for screens from low-end projectors to high-resolution interactive whiteboards.

Activate Media, London, UK

Jul 2017 - Mar 2018

Digital Designer

Isoshealth

Carried out brainstorming sessions to conceptualise and design the product with the Lead UX designer.

Designed wireframes and prototypes to ideate designs of various features and presented them to the Lead UX and stakeholders.

Built a living style guide (pattern library) for design and development team which helped both the teams to be on the same page, helped onboarding of new team members and maintain consistency.

Analysed insights from usability testing to improve practitioner's session consultation experience with the client.

Buddyhub

Revamped the overall experience of website and implemented new visual outlook. Simplified user experience to access forms for seniors and enhance sign ups.

ThoughtWorks (India) Pvt. Ltd, Gurgaon, India

Jun 2014 - Mar 2017

UI Consultant

Mobile App for one of the leading airlines *(confidential)*
Partnered with the product owner to devise strategy to build the UI design for an airline neutral product.

Lead the implementation of UI design across iOS, Android and Mobile Web with developers

Tool for pharma companies to manage its sales *(confidential)*
Carried out visual enhancements of the app alongwith the BA.

Designed visualizations that helped to show large volumes of data in a user-friendly way.

Built a style guide that helped the developers to built new features in less time.

Internal web application for booking cabs

Designed web application that helped the office admin to get rid of manual tracking of cabs.

Carried out stakeholder interviews, gathered requirements, defined features for the app

Validated and improvised designs by constant feedback from the stakeholders and user testing.

Lead a team of developers to design the frontend of the app.

Internal Events

Designed flyers and posters for various events

Presented talks on responsive web design, Atomic design structure, SCSS

Conducted UI bootcamps related to semantics HTML, CSS and Responsive Web Design (RWD)

VinSol, Delhi, India

Oct 2012 - Jun 2014

Front-end Developer

RooM by Pocketstock

Built a fully responsive frontend of the website using HTML, CSS and Bootstrap