AVINASH KAUR

Product Designer

+44 7404415935
kauravee101@gmail.com
https://avee7.github.io

SUMMARY

I'm a product designer based in London experienced in creating delightful user experiences. With 6 years of industry experience, I excel in building component libraries and design systems, designing user journeys, creating interactive prototypes, strategising effective UI approaches, conducting user research, and ensuring accessibility. I am skilled at collaborating closely with diverse teams and developers to implement designs across multiple devices.

Leveraging my 5 years of front-end development experience, I specialise in crafting visually appealing, user-friendly, consistent, and scalable interfaces. With a comprehensive understanding of end-to-end delivery, I bring a holistic approach to design solutions.

SKILLS

- Digital Prototypes (low & high fidelity)
- Design Systems
- Wireframes
- Building Interactive prototypes
- Responsive Web Design
- Accessibility
- Usability Testing
- Visual Design
- HTML
- CSS, SCSS
- JavaScript
- Bootstrap
- React

TOOLS

- Figma
- Miro
- Zeplin
- Axure
- Ballpark
- Git
- SQL
- Invision
- Sketch
- Balsamiq
- Adobe Photoshop

PROFESSIONAL EXPERIENCE

Elsevier, London, UK

UX Designer   Jul 2019 - Present

- **Mendeley**
  - Orchestrated the planning and execution of the home page redesign for mendeley.com, collaborating closely with stakeholders from Business, Product, Data Analytics, and Marketing teams
  - Strengthened the Mendeley design systems by creating new components and resolving conflicts across six Mendeley products.
  - Strategised and executed the migration of design systems from Sketch to Figma.
  - Elevated the visual appeal and usability of the Mendeley reference manager through continuous design enhancements.
  - Demonstrated leadership qualities by improving work processes and providing training support to colleagues.

- **ID+**
  - Collaborated on identity-related user journeys across all Elsevier products, actively engaging with stakeholders and proposing enhancements to improve the usability of the sign-up process.
  - Developed a component-based style guide, empowering fellow designers within the team with standardised design elements and guidelines.

Springer Nature, London, UK

UX/UI Designer   Apr 2018 - May 2019

- **MEP (Macmillan Education Program)**
  - Employed effective strategies to create an engaging and seamless teaching experience in the classroom through the use of interactive whiteboards.
  - Developed and implemented design systems that facilitated collaboration among diverse cross-disciplinary teams.
  - Assumed a leadership role in spearheading accessibility initiatives within the UXD team, establishing comprehensive guidelines to ensure compliance with WCAG 2.1 AA standards in our designs.
  - Led the design efforts for a responsive design ecosystem, working closely with developers to successfully implement responsive layouts across a broad range of devices, including low-end projectors and high-resolution interactive whiteboards.
  - Collaborated closely with fellow UX researchers to conduct rigorous usability testing, identifying areas with potential for improvement.

EDUCATION

**Guru Gobind Singh
Indraprastha University**

Bachelor's Degree in Computer
Science & Engineering
2008 – 2012

- **Navio, Macmillan Education**
  - Implemented impactful enhancements to elevate the teaching experience and optimise student learning outcomes in the classroom.
  - Developed a robust pattern library for the RCF team, fostering seamless collaboration between designers and developers.
  - Successfully delivered and introduced new features in the latest release, receiving overwhelmingly positive feedback from classrooms in Spain.
  - Utilised an iterative design process, actively incorporating valuable feedback from both the design team and cross-disciplinary teams.
  - Established clear and concise responsive design directives for the design team, enabling the delivery of responsive UI designs to the RCF team.

Activate Media, London, UK

Digital Designer   Jul 2017 - Mar 2018

- **Isoshealth**
  - Created a dynamic components library, inspired by StoryBook, to assist design and development teams, facilitating the onboarding of new team members and promoting design consistency.
  - Developed wireframes and prototypes to conceptualise and visualise diverse features, presenting them to the Lead UX and stakeholders.
  - Analysed insights obtained from usability testing to improve the consultation experience for practitioners during client sessions.

- **BuddyHub**
  - Revamped the website to deliver an enhanced user experience, complete with a fresh and visually appealing design.
  - Optimized the user experience specifically for older individuals, simplifying form accessibility and refining the sign-up process for improved usability.

ThoughtWorks (India) Pvt. Ltd, Gurgaon, India

UI Consultant   Jun 2014 - Mar 2017

- **Fly Delta Airlines**
  - Collaborated closely with the product owner to establish a comprehensive strategy and governance for the UI design of the newly acquired airlines, **Virgin Atlantic**, including the development of an airline-neutral style guide.
  - Assumed a leadership position in overseeing the implementation of UI design across iOS, Android, and Mobile Web platforms, collaborating with developers and QAs to ensure a smooth and flawless execution.

- **Field Guide by McKinsey**
  - Led the visual enhancements of the app as a UI developer, actively driving improvements to its overall appearance and user interface.
  - Created intuitive visualisations that effectively communicated and presented large volumes of data in a user-friendly manner.
  - Created a streamlined style guide, empowering efficient development and maintaining design consistency when building new features.

- **GoCab**
  - Developed a web application that automated cab tracking, streamlining administrative processes.
  - Led a team of developers in designing the frontend of the application.
  - Iteratively refined designs based on valuable feedback from stakeholders and user testing.

VinSol, Delhi, India

Front-End Developer   Oct 2012 - Jun 2014

- **RooM by Pocketstock**
  - Created a responsive frontend for the website, utilising HTML, CSS, and Bootstrap to ensure seamless compatibility across a wide range of screen sizes.