AVINASH KAUR

Product designer

ABOUT ME

I'm a product designer based in London with 5+ years of experience designing delightful user experiences.

My work experience includes - analysing and designing user journeys, building component libraries and design systems, designing interactions, sketching, building interactive prototypes, visual design, user research, accessibility and collaboration with cross-functional teams.

With a strong knowledge of end-to-end delivery and a 5-year front-end development experience, I design interfaces which are not only beautiful but also usable, consistent and scalable.

CONTACT DETAILS

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Linkedin Profile
linkedin.com/in/avinash-kaur9

SKILLS		
DESIGN SKILLS	DEVELOPMENT SKILLS	TOOLS
Problem-Solving	HTML 5	Figma
Design Systems	CSS, SCSS, LESS	MIRO
Wireframing	Design Systems	Zeplin
Digital Prototyping (low & high fidelity	JavaScript	Axure
Interactive prototypes	Responsive Web Design	Ballpark
Paper Prototypes	Bootstrap	Invision
Usability Testing	jQuery	Sketch
Responsive Web Design	React.js	Balsamiq
Visual Design		Adobe Photoshop

WORK EXPERIENCE

Elsevier, London, UK

July 2019 - Present

UX Designer, Mendeley

Mendeley

Working on designing a world-class reference manager which the researchers would love. Building new features and improving the old ones based on user research.

Contributed to design systems initiatives within Mendeley and Elsevier

ID+

Worked on identity-related user journeys for all Elsevier products. Built a component based style guide.

Springer Nature, London, UK

April 2018 - May 2019

UX/UI Designer, Macmillan Education

Worked 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 o 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

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

Carried out visual enhancements of the app with the Business Analyst.

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 o ce admin to get rid of manual tracking of cabs.

Carried out stakeholder interviews, gathered requirements, de ned 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

Bachelor in Technology, **Computer Science & Engineering** **Guru Gobind Singh** Indraprastha University, New Delhi, India

2008-2012

EDUCATION