AVINASH KAUR

SENIOR PRODUCT DESIGNER

CONTACT

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📍 London, UK

SKILLS

UX & UI Design
- Interactive Prototyping
- Responsive Web Design
- Wireframing
- Visual Design
- Usability Testing
- User Research
- UX Journeys
- Accessibility

Design Systems
- Strategy & Governance
- UI Library Development
- Multi-Brand Design Systems
- Component-Based Design

Leadership & Interpersonal Skills
- Product Strategy
- Effective Communication
- Cross-Functional Collaboration
- Team Mentorship

Development & Coding
- HTML
- CSS3 & SCSS
- JavaScript
- ReactJS
- npm, webpack
- Git

SUMMARY

I am a Product Designer based in London, known for my collaborative approach with multidisciplinary teams to elevate product strategy and simplify complex challenges into intuitive experiences. My experience spans ideation, enhancing user flows, creating interactive prototypes, and developing design systems. I am dedicated to crafting visually appealing, scalable interfaces that ensure optimal performance across various devices.

With a strong foundation in front-end development and deep knowledge of the product development lifecycle, I deliver solutions that merge functionality with exceptional aesthetics, based on rigorous user research and usability testing.

WORK EXPERIENCE

Senior Product Designer (Founding Designer)

CubixCraft Ltd, London, UK   Oct 2023 - Present

- **Advanced product strategy and UX design** by leading strategic planning and end-to-end processes, ensuring alignment with business objectives and fostering a dynamic, agile team environment.
- **Unified cross-platform user experience** by directing the design and implementation of a multi-brand design system and collaborating closely with developers to ensure responsive adaptation across various screen sizes.

UX Designer II

Elsevier, London, UK   July 2019 - Aug 2023

- **Revamped mendeley.com** by leading its complete redesign, creating scalable and maintainable landing pages that enhanced user interaction by collaborating effectively with cross-functional teams from concept to UI delivery.
- **Elevated Mendeley Reference Manager** by designing new features that greatly enhanced visual appeal and functionality, guided by detailed user research data.
- **Improved team collaboration** by demonstrating leadership in transitioning from Sketch and Abstract to Figma, optimising work processes.
- **Strengthened Mendeley's design system** by adding new components and creating interactive prototypes, aiding strategic decision-making.

UX/UI Designer

Springer Nature, London, UK   Apr 2018 - May 2019

- **Enhanced Macmillan Education's digital learning tools** by designing a responsive ecosystem and creating interactive prototypes for devices ranging from low-end projectors to high-resolution whiteboards.
- **Improved classroom engagement** by implementing strategies that enhance interactive whiteboard usability.
- **Enhanced design accessibility** by leading initiatives to establish WCAG 2.1 AA compliance guidelines, ensuring our designs meet rigorous standards
- **Streamlined team collaboration** by designing and implementing design systems that facilitated interactions among diverse cross-disciplinary teams.

Digital Designer

Activate Media, London, UK   Jul 2017 - Mar 2018

- **Visualised new features for isoshealth** by creating wireframes and prototypes, presenting them to the Lead UX designer and stakeholders for feedback.
- **Facilitated team onboarding and ensured design consistency** by designing and developing a dynamic pattern library to assist teams and promote uniformity.
- **Elevated the BuddyHub website experience** by revamping its WordPress design, enhancing visual appeal and user interaction.

UI Consultant

Thoughtsworks, Gurgaon, India   Jun 2014 - Mar 2017

- **Fly Delta Airlines:**
  - **Streamlined mobile web development** by taking a lead role in refactoring to create a product-agnostic codebase.
  - **Enhanced cross-brand design consistency** by establishing a strategy and governance for a white-label design system, aiding the redesign of Virgin Atlantic.
  - **Ensured seamless multi-platform design implementation** by leading designs across iOS, Android, and Mobile Web, collaborating with developers and QAs.
- **Field Guide by McKinsey**
  - **Improved data visualisation** by leading UI visual enhancements and developing user-friendly visualisations for large datasets.

Frond-End Developer

VinSol, Delhi, India   Oct 2012 - Jun 2014

- **Enhanced user experience at Pocketstock** by developing a responsive frontend, ensuring seamless compatibility across various screen sizes