

# Dilpreet Walia

I am an Economics graduate-turned UX/UI Designer, my work is informed by research and motivated by empathy.

## EDUCATION

### CareerFoundry

August 2020 - April 2021

User Experience Design Certification

### University at Buffalo, SUNY

January 2019 - May 2020

Economics

## WORK

### CueXR

UX Designer | April 2020 - Present

Website redesign for a startup providing virtual reality training for possible hostile situations

- Strategized with the founder to identify high-level requirements for CueXR according to available resources and business goals
- Outlined the ideal user experience in sync with the business tone by customer research, interpreting data and identifying business opportunities
- Worked cross-functionally with leadership along with branding and development teams to achieve the user experience goals

## PROJECTS

### Olive: Health website

UX/UI Designer | August 2020 - April 2021

A website for health-conscious individuals that enables the users to organize their medical records, and access a range of mental and physical well-being resources

- Identified project requirements, designed and validated three core health features
- Built an inclusive and accessible platform that empowers users
- Conducted research with 6 users to layout user journeys, personas, and UX flows
- Overcame user journey challenges with a digital card sort to validate sitemap
- Ran usability tests to refine user flow, reduced task time by 35% by iterating the navigation bar, improved efficiency of the uploading process by 20% from iterating cloud storage feature
- Designed a clean user interface, converted into interactive prototypes on Figma

### Vocabulary: Vocabulary Learning App

UX/UI Designer | August 2020

A vocabulary learning app that helps you stay organized

- Interviewed 5 users from target audience to create a memorable user persona and identified user challenges
- Adapted information architecture and formed a logical sitemap to layout the application framework
- Sketched and created wireframes, iterated them with multiple rounds of usability test
- Transitioned wireframes into hi-fidelity prototypes that resolve user issues

### Travel Along: Travel App

UX/UI Designer | July 2020

Travel Along is a web-responsive app that helps like-minded travelers from all across the world connect with each other

- Generated and sketched multiple ideas for digital design for the ideal user experience
- Chose suitable typography and created color palettes by applying color theory
- Applied design strategies to select the most relevant imagery and icons
- Created wireframes with 4 rounds of iterations, designed and digitalized the final logo from 5 sketched out options
- Built high-fidelity versions of the web-responsive app in desktop, tablet, and mobile screen sizes

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## DESIGN

User Persona

Mental Model

Color Theory

User Journey

Wireframe

Rapid Prototyping

Task Analysis & User Flow

Design Thinking

Information Architecture

Interaction Flow

User Stories

Content Auditing

Affinity Maps

## RESEARCH

User Research

User Interviews

Quantitative Analysis

Competitive Analysis

A/B Preference Testing

## TOOLS

Figma

Sketch

Balsamiq

Adobe Creative Suite

InVision

Procreate

Zeplin

## DEVELOPMENT

Basic knowledge of:

HTML

JavaScript

CSS