

# Gurpreet Mann

## CONTACT

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## SKILLS

Product Design  
User Experience Design  
**Visual Design**  
**Responsive Web Design**  
**Mobile Interaction Design**  
Information Architecture  
Prototyping  
**Wireframing**  
**Usability Testing**  
**User Research**  
Competitive Research  
Marketing & Branding  
**Software Implementation**  
Design Systems  
HTML/CSS  
Verbal communication  
**Tools:** Sketch, **Figma**, Adobe XD,  
**Adobe Photoshop**, Invision

## EDUCATION

Career Foundry  
**UI/UX Immersion Course**  
Specialized in HTML, CSS & JavaScript.

Arizona State University  
**Bachelor of Arts**  
Mass Media and Communications  
Dean's List Honoree, 6 semesters.

## PROFESSIONAL SUMMARY

Creative Product Designer passionate about bridging **strategic product design thinking** into innovative end-to-end products. Master at auditing design from **conception to finish**, resulting in a successful launch. Naturally **curious** with an endless appetite for innovation and creative storytelling. Offers expertise in **visual design** and **user research** and the ability to quickly learn new processes.

## SELECTED PROJECTS

### Plantverse, Product Designer

Aug 2020 - Sep 2020

User-centered online plant shopping app that features a look book of styling solutions and plant care information.

- Conducted **user research** to develop the right product strategy and solutions.
- Mastered **Figma** to build 2D and 3D drawings, producing prototypes to resolve issues before the product goes to production.
- Displayed **excellent communication skills** while presenting ideas and designs to mentors for approval and modifications.

### Chef-ish, Product Designer

Apr 2020 - June 2020

**Responsive web** recipe app for a niche market providing quick healthy recipes and meal tracking according to diet and category.

- Employed Design Thinking Process and implemented a successful **interactive design**.
- Completed **user research**, **wireframes**, **usability testing**, functional specifications, and other client deliverables.
- Created a bold and engaging **user interface** and prototypes.

## EXPERIENCE

### **Digi8al Creative**, Product Designer

Dec 2019 - Current

Lead designer in crafting **digital products** for a worldwide audience of a website development company. Oversee daily operations and perform SEO to increase traffic and enhance page ranking. Responsible for evolving product features into **wireframes**, **user flows**, and **high-fidelity designs and prototypes**.

- Redesigned [EssexTrading.Com](http://EssexTrading.Com) website, further establishing brand and growing online revenue by over 50% and increasing online following by 20%.
- Interpret data and **collaborate** with cross-functional teams to create excellent consumer-facing mobile and web products.
- Guaranteed **successful product launch** through the utilization of journey maps to identify and resolve user issues.

### **City Connections Realty**, Real Estate Agent

Jan 2016 - Nov 2019

Advised clients on market conditions, prices, mortgages, and legal requirements. Prepared representation contracts, purchase agreements, closing statements, and leases. Monitored the company's brand and online presence, engaging with customers on platforms such as Yelp.

- Awarded Top 10 Agent of the Year based on commission 2016–2019.
- Assisted in closing over 150 properties per year from 2016-2019.
- Increased customer engagement on Yelp by over 30%.