



GURPREET KAUR

Product Designer

An enthusiastic and determined individual who has over 5 years' experience working in the digital industry. My goal is to join a technology-focused company where I am able to utilise my firm understanding of user-centred design, strategic problem-solving abilities and inspire creative solutions in a collaborative environment. Passionate about creating products full of convenient user interactions and

well structured content, whilst focusing on the client's requirements and user needs. A keen learner who strives to continually build on valuable skills to achieve the most effective project outcomes. My ambition is to continue developing a career in the digital industry as a first-class Digital Product Designer.

EXPERIENCE

DPD Group

Product Designer, July 2017 - Present

Creating useful system solutions for multiple consumer, customer and internal based applications whilst working alongside Product Designers, Developers, Project Managers, Business Analysts, Solution Architects and Stakeholders in a fast-paced environment. Iterating on the clarity of design principles and systems in order to retain consistency in users' experiences and underpinning user pain points in order to design better all-round solutions. Creating low fidelity designs to demonstrate the presentation of screen designs and basic component libraries. Progressively prototyping high fidelity designs to present user flows and interaction types. Top projects include the consumer-facing DPD app, Universe; central data system for all deliveries as well as Depot sorter; parcel counter application.

Side Projects

User Interface Designer, October 2016 - March 2018

Using problem solving abilities to strategise and solve problems for web-based products by structuring content and designing effective User Interfaces for Websites. Constructing efficient and responsive Webpages using HTML, CSS and Bootstrap, whilst designing print-based solutions for individuals, organisations and charities.

John Lewis

User Interface Design Intern, December 2016 - July 2017

Worked on the new plan-partnership Workforce Management and Product Shelving systems in order to create and iterate on low fidelity wireframes in Balsamiq, visual designs and prototypes in Sketch as well as coding CSS styles – helping to bring the tools to life. All whilst working alongside multiple John Lewis and Waitrose Partners, to analyse and enhance system requirements.

Reinvent Systems

Web Designer, June 2016 - October 2016

Worked remotely to design and develop responsive websites from scratch using HTML, CSS, Bootstrap as well as Adobe Photoshop and Illustrator. Used Umbraco CMS to input and manage content on client's websites. Used

Details

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Experience

Strong

User Interface Design

User Experience Design

Sketch

Figma

Invision

Zeplin

Balsamiq Mockups

Knowledgeable

HTML

CSS

Bootstrap

Git

Conferences

London

UX Live 2019, London

Manchester

UX in the City 2019



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EXPERIENCE CONT.

current knowledge of design trends to brand and create web-based graphics such as logos, infographics, icons and banners. Produced useful solutions for businesses under the health, education and finance industries. All work produced was committed through an agile workflow.

Webfold

Junior Designer, September 2014 - September 2015

Developed several user-friendly landing pages which lead to receiving more attention on client's business campaigns, whilst also creating diverse design solutions for web and print mediums. Contributed to modifying and maintaining various content on WordPress websites and HTML email templates. Actively participated in brainstorming and discussing design proposals, in addition to helping the entire team complete jobs on-time and effectively.

EDUCATION

E-learning

Design & Front-end Development Courses, October 2015 - Present

Spending time enhancing and learning new skills by committing to various tech courses online.

Digital Native UK

IT Apprentice, September 2014 - September 2015

Studied for an Advanced Level Apprenticeship in IT, Software, Web and Telecoms Professionals whilst working at Webfold.

Hamstead Hall Academy

A-level Graphic Design Student, September 2012 - June 2014

Course and exam work involved producing print and digital material to promote products and services. Achieved a grade A.

Conferences Cont.

Birmingham

Canvas Conference 2018

London

The UX Conference 2018

Birmingham

Canvas Conference 2017

Lisbon

Web Summit 2016

Interests

Data Visualisation

Hobbies

Indian Classical Music

Photography

Hiking

Baking