

GURPREET KAUR

UX Researcher / Designer

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Work Experience

UX Rescue (Volunteer)

UX Designer | March 2021 - Present

- Partnered up with ITIAH Angels for Learning to improve their website's donation flow and content strategy in order to increase online donations
- Utilized established brand guidelines and design systems to push consistency through the entire user experience
- Documented and presented key research findings and provided solutions on how to streamline the online donation process
- Collaborated with the research team and stakeholders to create a strategically-driven and user-centric design
- Created design deliverables such as user flows, low-fidelity wireframes, and high-fidelity mockups

Projects

Arvest Bank

Information Architect | January 2021 - March 2021

- Assessed existing webpages to evaluate the structure and organization of the bank's website
- Provided recommendations on how to improve the site navigation
- Performed tests to validate recommendations
- Generated deliverables such as site maps and wireframes

University of Chicago's Center for Decision Research

UX Researcher | September 2020 - November 2020

- Increased both the number and diversity of visitors to CDR's new discovery center in downtown Chicago
- Conducted research to find actionable insights about the visitors' motivations and needs when visiting a museum
- Collaborated with stakeholders, exhibit designers, and team to influence the development of the museum experience
- Designed and facilitated user and stakeholder interviews
- Communicated key research findings and provided solutions on how to identify core visitors and strategically meet their needs
- Produced digital outputs based on research findings such as detailed research reports, affinity diagrams, user journey maps, and personas

Education

DePaul University

M.S. Human-Computer Interaction

GPA: 3.96

Expected December 2021

UC Riverside

B.S. Neuroscience

December 2017

UX Skills

Qualitative Research
Observational Studies
Heuristic Evaluation
Usability Testing
Information Architecture
Card Sorting
A/B Testing
Survey Design
Task and process flows
Interviews
User Journey Maps
Wireframes & Prototyping

Tools

Atlas.ti
Optimal Workshop
UserTesting.com
UserZoom
Adobe XD
Sketch
Axure
Figma
Qualtrics
Google Workspace
Notion

Coding Languages

HTML
CSS

Awards

CDM MS-MA Graduate Scholarship