

GURTEJ SINGH

UX UI DESIGNER - PRODUCT DESIGNER - DIGITAL DESIGNER



GURTEJ154@GMAIL.COM

[HTTPS://GURTEJ154.GITHUB.IO/UX-UI-
DESIGN-PORTFOLIO/INDEX.HTML](https://gurtej154.github.io/ux-ui-design-portfolio/index.html)

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EXPERIENCE

PRODUCT DESIGNER - FREELANCE

2021 DEC

- Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to previously neglected pages
- Conducted evaluative testing with 10+ participants using InVision and UserTesting.com; synthesized and designed against findings which reduced bounce rate for primary user flow by 30%
- Led application design sessions with client teams on 20+ projects to develop functional and technical requirements
- Produced customer magazine, e-newsletter, and website, improving brand NPS by over 10 points.
- Analyzed impact and effectiveness of in-app UI changes on customer retention; identified features of customer behavior and recommended additional menu modifications.

BUSINESS ANALYST - OPENTEXT

JULY 2019 - DEC 2021

- Developed dashboards for Renewals teams to enable stakeholders to view complex data in a summary view with the ability to retrieve detail.
- Carried out testing at various stages to ensure accuracy of data and smooth user interface.
- Worked with stakeholders across various geographical regions to understand their needs, determine and manage requirements to deliver data-driven and process-driven solutions.
- Interface with a cross-functional team of vendors and technical leads on the design, development, and implementation of business applications and software development to aid operational efficiency.
- Increased efficiency in report generation through SQL queries to pull data from multiple sources with ability to add calculations not available in the system.

SKILLS

UX Design
UI Design
Business Design
Wireframing
Prototyping
UX Research
UX Writing
User-Centered Design
Brand Strategy
Front-End Development
Social Media Management

TOOLS

Figma
Adobe Photoshop
Adobe Illustrator
Adobe XD
Sketch
Miro
Mural

LANGUAGE

English (Native)
Punjabi (Pro)

EDUCATION & CERTIFICATIONS

FULL STACK WEB DEVELOPMENT - THE UNIVERSITY OF ADELAIDE
AUG 2021 - FEB 2022

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE - COURSERA
FEB 2019 - AUG 2019

BACHELOR OF ARCHITECTURAL SCIENCE - CURTIN UNIVERSITY
FEB 2016 - AUG 2019