

# GURTEJ SINGH

UX UI DESIGNER - PRODUCT DESIGNER - DIGITAL DESIGNER



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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