

I have over 4 years of working as a UX, UI and Visual Designer

I'm driven by an interest in human behaviour and a lifelong desire to help others. I use visual storytelling to transform complex information and ideas into meaningful connections between people and brands.

Gurvi Design

UX/UI/Visual Designer 2015 - Present

- * Clients – Tableside (2019), Modus Cafe (2019), Leigh Sembaluk, Smart Simran

BestBuy

Experience Designer 10/2018 - 04/2019

- * Created the experiences on BestBuy.ca through design and HTML, CSS, and Javascript
- * Solved problems from a user-centered perspective, and thinking customer-first at all times
- * Executed visual communication & interaction design strategies while working within Best Buy's brand & design guidelines
- * Executed UX playbooks for category specific initiatives in conjunction with the Business Leads to evolve and iterate the customer experience of sales events based on user research and analytics
- * Worked collaboratively with team leads, cross-functional teams, marketing peers and experience design community peers (content strategists, UX designers, copywriters, digital designers)

UBC

UX and UI Designer 01/2018 - 08/2018

- * Designed high-level workflows and wireframes
- * Created functional prototypes of the workflows and designs for internal evaluation and user testing
- * Acted as a bridge between engineering and the XD team
- * Collaborated with cross-functional stakeholders to ensure the design can be efficiently implemented
- * Managed and provided guidance to junior members of the team
- * Documented design decisions for tracking, cross-functional education, and reuse in future designs

PACWEST CANOPY

UX and UI Designer 03/2018 - 05/2018

- * Worked with product managers, developers, designers and testers to inform and influence solutions that will delight and benefit users
- * Assisted development teams with creating user personas and customer profiles to better understand customers and customize solutions where possible
- * Designed workflows that work on multiple devices and platforms including mobile
- * Gathered user feedback using established user research methods and communicated findings out to the organization
- * Delivered and executed finished UI for web, mobile web, and native app via Sketch files delivered in Zeplin

COYOTE RENTALS

UX and UI Designer 2018

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INSTANT THEATRE VANCOUVER

EXPERIENCE DESIGNER 2018

- * Documented and delivered style guides that capture the working components of delivered systems
- * Planned and executed website design stages from concept to hand-off, followed by continuous improvement cycles
- * Collaborated with other UI/UX team members on identifying and developing design patterns
- * Deliverable included Moodboard, low fidelity mockups, high fidelity screens, sketch files, prototype and png files.

MEAL PLANNER PRO

UX Designer 08/2017 - 10/2017

www.mealplannerpro.com

- * Facilitated client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products
- * Translated concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences
- * Worked with Creative Team members to improve and refine visual design and consistency
- * Performed user testing

CHINGARI

UX Designer 07/2017 - 08/2017

- * Contract position developing responsive website
- * Found insights from our user research - user interviews, survey, and contextual inquiry
- * Created paper prototypes and used agile workflow to develop mid-fidelity wireframes
- * Refined our designs through iteration and usability testing to a final high fidelity clickable prototype

HUDDLE IN

UX Designer 06/2017 - 12/2017

- * Discovered insights about user from research through interviews, comparative analysis, and usability testing
- * Worked closely with stakeholders to identify key features and platform development
- * Created various prototypes from paper prototypes to mid-fidelity clickable prototypes
- * Refined our designs through iteration and usability testing to develop mid-fidelity wireframes

PROFESSIONAL SKILLS

Adobe CC: (Windows or Mac)

- XD, PhotoShop, Illustrator, Muse, InDesign, Dreamweaver, Acrobat Professional
- JIRA
- MS Word, PowerPoint, Outlook
- Webflow
- Axure
- Sketch
- InVision

EXPERIENCE & BEST PRACTICES

- Inclusive Website Design Principles
- Accessibility Website Design
- Atomic Design Theory Practices
- Website Graphics Optimization
- Hierarchical Design
- Information Architecture
- Iconography & Glyph Design
- Wireframes with Low/High Prototyping
- Responsive, Fluid & Fixed Design
- User Theory & Psychology Fundamentals
- Agile/Scrum Team Project Development

ADDITIONAL SKILLS

- Photography
- Digital Photo Enhancements
- Typography Theory & Best Practices
- Illustration

FAMILIARITY WITH CODE

HTML5, CSS & JavaScript

Education

Simon Fraser University
Interactive arts and technology

Red Academy
UI Diploma

Red Academy
UX Diploma