

Jasmeet

A dynamic and innovative UI/UX designer with 2.5 years of experience. I specialise in conceptualising user-centric designs that seamlessly merge aesthetics with usability. Leveraging a deep understanding of user behaviour and industry trends.

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EXPERIENCE

Freelance, Remote — UI/UX designer

March 2023 - PRESENT

Memetic Solution, Remote — SMM for Memetic Solution

June 2024 - Present

WDC Web Pvt. Ltd., Remote — UI/UX designer

December 2024 - June 2025

EDUCATION

12th Passout, Chandigarh 23A — Non Medical

March 2019 - March 2020

Bachelor of Computer Applications, IGNOU(open) — Degree

June 2021 - 2025

PROJECTS

Harshisoft — Website Design

Harshisoft is a software development company offering services in front-end and back-end development, mobile development, analytics, Power BI services, and more. The goal was to design a comprehensive website that effectively showcases the company's diverse service offerings and portfolio.

Roles & Responsibilities:

1. User Interface (UI) Design: Collaborated on the creation of visually compelling UI elements, ensuring consistency and aesthetics throughout the website
2. User Experience (UX) Optimization: Enhanced the user experience by improving the website's navigation, layout, and interactive elements.
3. Responsive Design: Ensured the website was fully responsive, providing

SKILLS

Figma, Adobe XD, Adobe Photoshop, UX Strategy, User Experience, user-centred Design, User Interface, UI/UX Design, Illustration, InDesign, Wireframing, Prototyping, Graphic Design, User Research, Motion Graphics, Typography, Color Layout, Modern Web, Print Design.

CERTIFICATION & COURSES

Learn Figma: User Interface Design Essentials UI/UX Design. (Skillshare)

Intro to User Experience Design (SuperHi)

The Complete Figma Course – Designing Mobile & Web App UI/UX (Udemy)

LANGUAGES

English, Hindi, Punjabi

an optimal viewing experience across various devices and screen sizes.

4. Content Strategy: Developed and implemented a content strategy that effectively communicated the company's services and value proposition. 5.

Testing and Iteration: Conducted extensive testing and iterations to refine the website's performance, usability, and overall user satisfaction.

All in 1 Care— Website Design

Overview: Designed a professional website for a healthcare company specializing in psychosocial disability support and NDIS services.

Roles & Responsibilities:

1. Created a clean and intuitive UI to highlight services and unique value propositions.
2. Optimised UX with clear navigation and seamless user journeys.
3. Ensured responsive design for accessibility across all devices.

Makini Job— Website Design

Overview: Developed a dynamic platform connecting customers with service providers in technical fields.

Roles & Responsibilities:

1. Designed engaging UI elements that emphasise trust and convenience.
2. Enhanced the UX for easy service provider searches and bookings.
3. Implemented responsive design for a smooth user experience on all devices.

Flourishing Life Care — Website Design

Overview: Crafted a comprehensive website for an NDIS service provider, showcasing tailored support coordination and care services.

Roles & Responsibilities:

1. Designed a user-friendly interface to effectively communicate services.
2. Improved website usability for better navigation and user interaction.
3. Applied responsive design principles to ensure accessibility across devices.

WDC Web Pvt. Ltd. — Website Revamp

Overview: Led the complete UI/UX revamp of WDC Web Pvt. Ltd.'s official website, a global tech partner offering software development and digital services. The redesign focused on improving usability, modernizing aesthetics, and aligning the brand voice with their global presence.

Roles & Responsibilities:

1. **User Interface Design:** Crafted modern, clean layouts using **Figma**, improving visual hierarchy and consistency across pages.
2. **User Experience Optimization:** Enhanced user journeys with simplified navigation, clear CTAs, and intuitive content flow to improve engagement and conversion.
3. **Cross-Page Consistency:** Maintained consistency across 10+ pages including **About Us**, **Hire Developers**, **Frontend Services**, and **Engagement Models**.
4. **Content Structuring:** Collaborated on content layout to effectively showcase services like Front-End Development, AI-Powered Hiring, Team Profiles, and Client Testimonials.

Memetic Solutions — *SMM for Memetic Solutions:*

Experienced in creating and implementing content from design to execution, including content writing and strategic planning