

JASMEEN JAWA

UX/UI PRODUCT LEADER | CUSTOMER-CENTRIC DESIGN | PROTOTYPING | DESIGN SYSTEMS

Accomplished UX Product Leader and manager with 15 years of experience in designing and driving innovation, growth through customer-centric design. My skills include creating effective UX strategies, prototyping and establishing design system that enhance user experience. Recognized for managing and executing projects with 100% quality and accuracy.

Ph.: +91-9538707072 | email: jasminejawa@gmail.com | <https://jawajasmine.github.io/>

LinkedIn: <https://www.linkedin.com/in/jasmeen-jawa-1660b263/>



PROFILE SUMMARY

- Design System Efficiency:** Increased design system **efficiency by 40%** over 18months.
- Product Development:** Proven capability in developing products, meeting standards for web design, user experience, best practices, usability, and speed.
- Requirement Analysis:** Skilled in gathering and understanding requirements from clients and multiple stakeholders, translating them into functional specifications and providing suitable software solutions.
- Product Adoption Growth:** Boosted product **adoption by 25%** year-over-year.
- Streamlined Testing Process:** Improved testing process, **cutting errors by 50%**.
- Software Development Lifecycle:** Comprehensive understanding of software principles, design patterns, and all phases of SDLC, encompassing requirement analysis, coding, change management, technical design, implementation, deployment, and production support.
- Faster Product Delivery:** **Reduced product delivery time by 15%**, enhancing productivity.
- Interpersonal Skills:** Strong communication, interpersonal relations, mentoring, and leadership skills, fostering effective solutions that positively impact the quality of work.



CORE COMPETENCIES

Software Development
Requirement Gathering & Analysis
Cross-functional Coordination
Design System

Project Planning & Management
Testing
Process Improvement

Web/ UI Development
Client Relationship Management
Team Building & Leadership



NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- Merit of receiving **appreciation and salary hike** for showcasing excellence towards the roles assigned in short span
- Acknowledged with **excellent feedbacks from Client** for the outstanding performance



WORK EXPERIENCE

Since Mar'19 with Wipro, Bengaluru as Product UI/UX Lead

Key Result Areas:

Client – Aditya Birla Group

- Designed **Figma-based** wireframes & prototypes, **reducing development** rework **by 25%**.
- Lead **UX improvements** that streamlined user workflows **by 30%, increasing efficiency**.
- Enhanced **UI/UX components**, leading to a **20% increase** in customer adoption.
- Optimized responsive design & accessibility, ensuring **WCAG** compliance for a broader user base.

Technology: Figma, React, HTML, CSS

Client – Samsung SDS

Project: Nexplant MES Cloud

- Spearheaded UX/UI transformation of a Manufacturing Execution System (MES), cutting manual **interventions by 35%**.
- Designed interactive **Figma prototypes**, **reducing** project timelines **by 20%**.
- Conducted usability testing & heatmap analysis, leading to a **50% increase** in system adoption.
- Developed a scalable design system, **reducing UI inconsistencies** and cutting development overhead.

Technology: Figma, Vue.js, SQL



PREVIOUS EXPERIENCE

Dec'14 - Mar'19 with RelevanceLab Pvt. Ltd., Bangalore as UI/UX Lead

Mar'11 - Dec'14 with BayaTree Inforcom Pvt. Ltd., Mohali (Punjab) as Senior Web Designer

Jan'09 - Jan'11 RedAlkemi, Chandigarh as Web Designer



IT SKILLS

UI/UX Design & Prototyping

Figma, Sketch, Mural, Photoshop, InVision, Interactive Prototyping & High-Fidelity Mockups

Project Management

End-to-end project planning, scope management, cost estimation

Client Relationship Management

Requirement gathering, solution provision

Team Leadership

Cross-functional coordination, process improvement, team building



EDUCATION

- **Master Of Computer Applications (Computer Science)** from Punjabi University Patiala, Punjab in 2008
- **Bachelor Of Computer Application (Computer Science)** from GNDU Amritsar, Punjab in 2005



PERSONAL DETAILS

Date of Birth:

26th January 1985

Languages Known:

English and Hindi

Address:

B-5183, 18th floor, Tower 5, Prestige Sunrise Park Birchwood, Electronics City Phase 1, Bengaluru, Karnataka 560100