JAGRITI SOOD

UX/UI Designer | SaaS, AdTech, Healthcare

Kitchener, ON | (647) 671-5805 | jagritisood30@gmail.com | Portfolio

PROFILE SUMMARY

Passionate and user-centric UX/UI Designer with 5 years of experience collaborating with brands and startups across North America and India. Proven track record of elevating user satisfaction, improving engagement, and streamlining design processes across e-commerce, SaaS, and health tech environments. Adept at translating complex requirements into intuitive, scalable, and pixel-perfect interfaces. Experienced in working with cross-functional, international teams to deliver impactful digital products.

CORE SKILLS

- **Design Tools:** Figma, Adobe XD, Illustrator, Axure RP, After Effects
- **Research & Testing:** User Research, Usability Testing, Competitor Analysis
- **Design Methods & Prototyping:** Wireframing, Interaction Design, Information Architecture
- **Project Management:** Agile, Team Collaboration, Remote Coordination
- **Soft Skills:** Cross-cultural Communication, Adaptability, Teamwork

EDUCATION

Computer Animation and Motion Graphics

Conestoga College, Kitchener, ON   *(Jan 2023 - Aug 2023)*

Masters in Design, User Experience/User Interface

Chitkara University, Rajpura, India   *(Aug 2019 – June 2021)*

Bachelors in Computer Applications

Kurukshetra University, Kurukshetra, India

PROFESSIONAL EXPERIENCE

UX/UI Designer & Content Creator

Freelance – 101 Healthcare – ON, Canada   *(Sep 2023 – Present)*

- Designed and launched a responsive healthcare website, improving accessibility and navigation.
- Created high-converting content and ran usability tests to iterate on interface design.
- Collaborated with stakeholders to ensure design aligned with patient experience and business goals.

User Experience/User Interface Designer

Maple Code Innovations – ON, Canada   *(April 2024 – May 2025)*

- Owned and maintained a scalable design system used across multiple web and mobile projects.
- Conducted usability testing and research to uncover friction points, improving mobile experiences.
- Created responsive wireframes and prototypes in Figma, aligning visuals with brand identity.

User Experience/User Interface Designer

Source Digital – Philadelphia, United States   *(June 2021 – March 2024)*

- Led design for campaign scheduling and automation tools in a SaaS environment.
- Delivered pixel-perfect mockups and prototypes for both marketing and internal teams.
- Collaborated with cross-functional teams to implement flexible scheduling workflows, improving campaign setup efficiency by 30%.

User Experience/User Interface Designer

Bajaj FinServ Health Ltd. – Maharashtra, India   *(Aug 2020 – March 2021)*

- Designed mobile personas and journey maps, enhancing empathy and increasing client satisfaction by 75%.
- Created and validated mockups with real users, collaborating with QA to align final delivery.

User Experience/User Interface Designer

Prep Bytes – Gurgaon, India   *(May 2020 – Aug 2020)*

- Mapped user flows and ran competitor audits to streamline educational modules.
- Worked closely with developers to reduce friction points by 20% across student onboarding flows.

KEY PROJECTS

UX Researcher / UX Designer

NHL Tech Show – New Jersey, United States   (*Dec 2021 – April 2022)*

- Collaborated on personalization features for NHL streaming, offering users customized experiences, including betting overlays and live networking.
- Led user research for video and fantasy sports personalization, contributing to higher engagement and user retention rates.

UX Researcher / UX Designer / Product Owner

Campaign Management System – Philadelphia, United States   *(April 2022 – May 2023)*

- Owned and maintained a scalable design system used across multiple web and mobile projects.
- Conducted usability testing and research to uncover friction points, improving mobile experiences.
- Created responsive wireframes and prototypes in Figma, aligning visuals with brand identity.

CERTIFICATIONS

- Google UX Design Professional Certificate
- Interaction Design Foundation Membership
- Agile Methodologies for UX Designers
- Advanced Figma Course