

## Navreen Grewal

swiss army designer

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<http://navreenG.com>

### Senior UX Designer (Presently, 2 yrs) *Amazon Chime, AWS*

Drive product enhancements across desktop, web, and mobile for Amazon Chime—AWS's video conferencing and chat service. Direct sweeping upgrades of mobile meetings UX with engineering-heavy teams. Pilot collaborative processes for cross-functional teams.

- 86% tester satisfaction rate with 82% reporting core mobile meeting needs are met, netting positive reception for mobile beta launch
- Craft wireframes, prototypes, and final UI to align teams
- Spearhead cross-team processes to foster dialogue & partnerships, significantly improving execution efficiency
- Champion and conduct user research and explorations to inform early-stage product planning, ensuring user-centric solutions
- Coach junior designers and peers on best practices for managing projects, timelines, and stakeholder expectations
- Support engineering teams throughout project cycles, ensuring smoother launch momentum
- Lead roadmap brainstorming sessions leveraging customer data
- Promote UX analytics plan to collect quantitative data, enabling data-driven UX decisions and continuous product improvement

### UX Designer II (4 yrs) *Consumer Payments, Amazon*

Lead designer for international cash payments (Amazon PayCode), bank transfers, & installments. Part of a larger design team devoted to learning diverse ways customers transact, worldwide.

- Successful global rollout of Amazon PayCode in 100+ countries, with near local-level payment completion rates after six months
- Defined large-scale payment experiences across Amazon's global properties, partnering with cross-organizational team
- Collaborated with design team to create a Payments Interface Guideline, establishing internal best practices for UI/UX
- Built cases for critical product & UX decisions through qualitative research—from in-person field research to validating prototypes
- Cultivated durable, universal design patterns informed by research

### Freelance, Owner (2 yrs) *Pretty Meta, LLC*

Array of design services for small to medium clients—end-to-end mobile UX & UI design, user research, digital marketing creative, front-end coding (Wordpress and custom), & UX analytics reports. Successful launch of two iOS apps with over 3.5 rating.

### Interaction Designer (2.5 yrs) *Whitepages*

Lead designer for Whitepages Pro (now Ekata) and secondary contributor to Whitepages.com initiatives. Executed redesign of homepage and helped drive the rebrand of all properties.

### Web Designer (2.5 yrs) // Senior Web Designer (4 mo) *All Star*

### B.A., New Media Design *Western Washington University*

#### Skills

- **Collaboration** ●●●●●  
Facilitate interdisciplinary conversions, partner with cross-team leads to forge paths forward
- **Leadership** ●●●●●  
Nurture junior designers, cultivate stakeholder relationships, make data-informed decisions/tradeoffs
- **Strategy** ●●●●●  
Identify impactful UX opportunities, prioritize critical goals, balance objectives against resources, allocate and scope design effort
- **Data analysis** ●●●●●  
Investigate metrics and analytics, interpret qual/quant research, extract insights about user behavioral patterns and needs

#### Proficiencies

- **Design**  
Expert in Figma, Sketch, Zeplin, InVision, Adobe Creative Suite
- **Usability & analytics**  
Skilled in Usertesting, UsabilityHub, Appsee, Google Analytics
- **Productivity**  
Skilled in Microsoft Office Suite, Asana, Trello, Quip
- **Coding**  
Skilled in HTML/CSS, novice in Javascript and jQuery