Navreen Grewal

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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 UX upgrades of mobile meetings with engineering-heavy teams. Pilot collaborative processes for cross-functional teams.

- 86% beta tester satisfaction rate with 82% reporting core mobile meeting needs are met, netting positive reception for mobile launch
- Craft wireframes, prototypes, and final UI to align teams
- Spearhead new 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 workflows, projects, timelines, and stakeholder expectations
- Support engineering teams throughout iterative 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

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Skills

- **Collaboration**
  Facilitate interdisciplinary conversations, partner with cross-team leads, forge paths forward despite ambiguity
- **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, novice in Google Analytics
- **Productivity**
  Skilled in Microsoft Office Suite, Asana, Trello, Quip
- **Coding**
  Skilled in HTML/CSS, novice in Javascript and jQuery

B.A., New Media Design
Western Washington University