Navreen Grewal

navreeng.design@gmail.com
http://nkgrewal.github.io

Skills

- **Collaboration**
  Facilitate interdisciplinary conversations, partner with cross-team leads, propel goal-centric progress as a crew
- **Strategy**
  Identify impactful UX opportunities, articulate problems to be solved, harmonize user needs and design resources with business objectives
- **Project management**
  Scope design effort, allocate resources, define completion paths informed by design and product life-cycles, set realistic milestones
- **Leadership**
  Cultivate stakeholder relationships, make data-informed decisions and tradeoffs, storytelling & presenting, mentor junior designers
- **Data analysis**
  Investigate metrics and analytics, interpret qual/quant research, extract insights about user behavioral patterns and needs

Competencies

- **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

Education

B.A., New Media Design
Western Washington University

Senior Product Designer with 15 years experience—I drive design strategy, partner on cross-discipline teams, and own cross-platform experiences from start to launch.

Experience

Senior UX Product Designer (2.5 yrs)   *Amazon Chime*, AWS

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

- Large-scale mobile redesign netted positive reception—86% overall tester satisfaction rate & 82% reporting core needs are met
- Drive effort to launch top user-requested features like status message, photo integration, and dark mode to over 1 million active users
- Spearhead new cross-team processes, fostering dialogue & partnerships and significantly improving execution efficiency
- Champion and conduct user research and explorations to inform early-stage product planning, ensuring user-centric solutions
- Craft storyboards, user journeys, diagrams, wireframes, prototypes, and final UI to align teams with decisions and progress
- Coach junior designers and peers on best practices for managing workflows, projects, timelines, and stakeholder expectations
- Support engineering teams throughout iterative project cycles
- Lead roadmap brainstorming sessions leveraging customer data
- Promote UX analytics plan to collect quant data, unlocking greater data-driven UX decisions and continuous product improvement

UX Product Designer II (3.5 yrs)   *Consumer Payments*, Amazon

Design lead for international cash payments (Amazon PayCode), bank transfers, & installments. Part of a larger design team supporting diverse ways customers transact, worldwide.

- Successful global rollout of Amazon PayCode in 100+ countries, with near local-level payment completion rates after 6 months
- Defined large-scale payment experiences across Amazon's global properties, partnering with 5+ cross-organizational teams
- Collaborated with design team to create a Payments Interface Guideline, establishing internal best practices for UI/UX systems
- 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

Principal Designer (2 yrs)   Pretty Meta, LLC

Full-stack design services for small to medium clients—end-to-end mobile UX & UI design, user research, front-end coding (Wordpress and static sites), UX analytics reports, & digital marketing creative. Successful launch of 2 iOS apps with 3.5+ rating and over 1,000 DAU.

Product Designer (2.5 yrs)   Whitepages

Design lead for Whitepages Pro (now Ekata) and contributor to Whitepages.com initiatives. In 2015, initiated a homepage redesign to support rebrand effort; design point for company-wide rebrand effort.

UX Designer (2.5 yrs) // Senior UX Designer (7 mo)   All Star