Navreen Grewal

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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, mentor junior designers
- **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

Currently—on sabbatical, spending time with loved ones (6 mo)

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

Lead 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.

- Large-scale mobile redesign netted positive reception with 86% tester satisfaction rate & 82% reporting core meeting needs are met
- 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

Primary designer for international cash payments (Amazon PayCode), bank transfers, & installments. Part of a larger design team learning the 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

Primary 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