

# Navreen Grewal

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❖ <http://navreeng.com/unlock>

## Skills

### • Collaboration

Partner with cross-team leads, facilitate cross-functional teamwork, propel goal-centric progress as a squad

### • Strategy

Prioritize impactful UX prospects, harmonize user needs with business objectives, articulate problems to be solved

### • Project management

Sync design and product life-cycles, scope effort, allocate resources, define paths of success, 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 qualitative & quantitative research, extract insights about user behavioral patterns and needs

### • AI prototyping

Volley with AI to create rapid proof of concepts, integrate personalized UX, expand knowledge bases for LLM interaction

## 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

### • AI

ChatGPT, Gemini, Claude, UX Pilot

## Education

B.A., New Media Design

Western Washington University

Senior Product Designer with over 10 years experience—I drive design strategy, partner across teams, and own multi-platform experiences from ideation to launch.

## Experience

### Principal Designer, Owner (Currently)

Pretty Meta, LLC

Design partner & strategist, unlocking lovable UX for customer-obsessed businesses

- 0-1 mobile app prototypes for 2 stealth start ups, utilizing LLM integration for personalized UX; build complex prompts for foundational interactions
- Lead ideation and discovery brainstorming sessions with founders and engineers; analyze and scope effort for projects, communicate trade-offs, integrate opportunities for user research
- Sitewide UX analysis and improvement plan for retail shop—checkout, orders, & onboarding; designed seller account management site

### Senior UX Designer (2.5 yrs)

Amazon Chime, AWS

Design partner & strategist, driving roadmap goals for Amazon Chime—AWS's video conferencing & chat service.

- Direct large-scale mobile redesign, achieving delighted user reception—86% tester satisfaction rate & 82% reporting core needs met
- Drive cross-platform launches of in-demand features to over 1 million active users—status message, photo integration, dark mode
- Design manager for speculative AI enhanced product—set scope; allocate headcount; manage process, communication, and decisions
- Create new cross-functional processes, significantly improving execution
- Define UX analytics plan, unlocking substantial data-driven product decisions and continuous product improvement through quant data
- Lead roadmap brainstorming sessions leveraging customer data
- Coach junior designers and peers on best practices for managing workflows, projects, timelines, and stakeholder expectations

### UX Designer II (3.5 yrs)

Consumer Payments, Amazon

Lead designer for international cash payments (Amazon PayCode), bank transfers, & installments. Part of a larger UX team championing 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
- Cultivated durable, universal design patterns informed by qualitative research—from in-person field research to validating prototypes

### Principal Designer, Owner (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 reporting, & digital marketing creative. Successful launch of 2 iOS apps with 3.5+ rating and over 1,000 DAU.

### Product Designer (2.5 yrs)

Whitepages

Lead designer for Whitepages Pro (now Ekata Mastercard), early stages B2B SaaS product—enterprise accounts, SSO, API portal, and upsell paths from consumer site. Redesigned Whitepages.com homepage in 2015 during rebrand.

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