

Navreen Grewal

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❖ <http://navreeng.com/unlock>

Skills

• Collaboration

Facilitate cross-functional conversations, partner with cross-team leads, propel goal-centric progress as a squad

• 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 qualitative & quantitative 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 across teams, and own multi-platform experiences from ideation to launch.

Experience

Senior UX 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.

- Large-scale mobile redesign netted positive user reception—86% overall tester satisfaction rate & 82% reporting core meeting 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
- Design manager for complex, speculative product—set scope, allocate design headcount, manage process, communications, and decisions
- Spearhead new cross-functional team processes, fostering dialogue & partnerships and significantly improving execution efficiency
- Conduct user research and explorations to inform early-stage product planning, championing 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
- Engage 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 Designer II (3.5 yrs)

Consumer Payments, Amazon

Design lead for international cash payments (Amazon PayCode), bank transfers, & installments. Part of a larger UX 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, 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 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), B2B identity verification product in early stages. Defined experiences for Pro account management & settings, API portal, and upsell paths from free consumer site. In 2015, initiated current Whitepages.com homepage rebrand and redesign; point person for company-wide rebrand effort.

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

All Star