SIMRAN KAUR

simran0397@gmail.com | www.linkedin.com/in/skaur97

Work Experience

Design Apprentice   September'22 – August'23
DIGITAL DIONYSUS
- Apprenticed under renowned design consultant Niyam Bhushan on diverse design projects
- Applied design principles to product, software, and communication design
- Participated in product design sprints for clients from brainstorming business models to optimizing digital platforms
- Created impactful brand and event collateral for the company's flagship workshop
- Managed outreach, communications, and relationships with corporate clients and individual customers

Research Associate Trainee   April'22 – June'22
THE PEEPAL TREE
- Conducted primary qualitative research with the objective of building a business plan to support local handicrafts in India, working directly with the founder
- Interviewed 30+ people, transcribed/translated interview recordings, summarized the data in Excel, created user personas and customer journey map
- Authored a brief on the handicraft sector in India to highlight strengths, weaknesses, and critical points of influence to support the industry

Research Intern   December'20 – January'21
CONSUMERS INDIA (CI)
- Led a group of 3 to conduct quantitative research to scope public awareness regarding the harmful effect of mobile use as well as the presence of mobile towers in residential areas
- Designed the study questionnaire and administered the survey to 300+ people over Google Forms
- Conducted a descriptive quantitative analysis of the data using Google Sheets and presented findings to all intern groups and mentors
- Developed artwork and infographics for CI's social media presence

Freelancer – Designer and Translator   February'22 – Present
- Conceptualized, developed, and delivered a range of design outputs tailored to client needs, including
  - Worked on a card sorting tool for a participatory research design for Busara Center for Behavioral Economics
  - Conceptualized brand identity for a recording studio startup, designing its logo and business cards.
  - Designed an album art for a music act based out of Delhi, India
- Applied linguistic expertise as a translator, responsible for translating and transcribing interviews, translated survey instruments for diverse projects for Busara Center for Behavioral Economics

Academic Profile and Certificate Courses

Master of Arts (M.A.) Psychology   2022 - Present
Indira Gandhi National Open University

Master of Arts (M.A.) English   2018 - 2020
Miranda House, Delhi University

Bachelor of Arts (B.A.) English   2015 - 2018
Hindu College, Delhi University

Google UX Design Professional Certificate   2022
Google, Coursera

Key Skills

- UX Research
- Wireframing and Prototyping
- Graphic Design
- Software skills: MS Office, Adobe Photoshop, Adobe XD, Adobe Illustrator, Figma
- Language: Hindi (Native), English (Professional Proficiency), Punjabi (Beginner Proficiency), French (A1 level)