



# Sandy Bagga

An experience designer building meaningful narratives

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## SKILLS

Experience Design  
UX/UI Design  
Interaction Design  
Visual Design  
Prototyping  
Brand Strategy  
User Testing

## TOOLS

Adobe CC  
Figma  
Sketch  
ProtoPie  
Keynote  
VS Code  
Pen + Paper

## INTERESTS

Jazz-Fusion Music  
Shred Guitar  
Brazilian Jiu-Jitsu  
World Religions  
Stand-Up Comedy  
Mindfulness  
Video Games

## SOCIAL

 simranjitbagga

 simranjitbagga

 sandybagga95

I'm a senior design student based in Vancouver, BC. I'm interested in brand strategy, user journeys, and product design. I think interactions with an ecosystem of apps, products, and services can and should be analysed from a psychological perspective.

## WORK EXPERIENCE

### Visier Inc.

**UX/UI Designer - Intern / Jan - Aug 2017**

Designed and delivered a critical user experience during a transition to a new visual design language  
Generated visual elements (icons, toasts, etc.) for the styleguide supporting the new design platform  
Implemented an atomized approach to user interface design that streamlined developer handoff

### Brixwork Real Estate Marketing

**Web Development + SEO - Intern / May - Aug 2016**

Designed, implemented, and shipped multiple lead generation projects  
Maintained search engine optimization campaigns for all clients  
Formulated a system to make the designer-to-developer handoff more efficient

### Tom Lee Music

**Music Consultant / Aug 2014 - Jun 2015**

Gained deep understanding of customer needs to provide the most suitable information + equipment  
Built and maintained relationships with customers, ensuring their return and recommendation to others  
Received overwhelmingly positive performance reviews and voluntarily-submitted customer surveys

## OTHER EXPERIENCE

### SFU Jazz Band Club

**Graphic Designer - Volunteer / Ongoing**

Design and deliver print + digital materials (programs, posters, social media banners) for the semester-end concert to suit the event's motif, the last one being a Saul Bass-inspired jungle theme

### Nordic Bazaar

**Branding - Freelance / 2016**

Sketched, iterated, & illustrated a new identity for a Scandinavian-inspired fashion brand.  
Produced print materials such as business cards, as well as labels & hangtags for store merchandise

## EDUCATION

### Simon Fraser University

**Bachelor of Science, School of Interactive Arts + Technology / Fall 2013 - Present**