



# Sandy Bagga

An experience designer building meaningful narratives

+1 (778) 855-6870  
sbagga@sfu.ca  
sandybagga.com

I'm a senior design student at Simon Fraser University 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 at from a psychological perspective.

## 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

## 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, coded, 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

## VOLUNTEER EXPERIENCE

### SFU Jazz Band Club

**Graphic Designer** / 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

## EDUCATION

### Simon Fraser University

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

## CERTIFICATION

### University of British Columbia via edX

**ReligionX: The Science of Religion** / May 2017