



Sandy Bagga

An experience designer building meaningful narratives

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

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