

Simran Kaur

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Portfolio:

<https://simmidoodles.com/>

UI UX Designer with Front End Designing experience

Designer with combined 5+ years of experience in Software designing, development and testing. My background in front-end web development and UI UX Designing provides me with a unique perspective, allowing me to bridge the gap between design and development seamlessly.

Core UX Skills

UX & Interaction Design

User Research, Usability Testing, UX Workshops & Facilitation, Wireframing, User Flows, Information Architecture, Responsive Web Design, Accessibility (WCAG).

Design Tools & Systems

Figma (Advanced), Design Systems, Component Libraries, Auto Layout, Prototyping, Design Standards.

Research & Analytics

Usability Testing, User Interviews, Journey Mapping, Google Analytics, Hotjar, Data-informed UX decisions.

Collaboration & Delivery

Stakeholder Presentations, Cross-functional Collaboration (Product, Dev, SEO, Accessibility), Agile/Scrum, Jira, Confluence.

Technical Foundation

HTML, CSS, JavaScript, Front-end collaboration, Design-to-dev handoff.

Professional Experience

UI/UX & Front-End Designer

Fellows Towing

Dec 2024 – Present

- Designed and maintained **scalable Figma component libraries** and responsive layouts

to streamline design consistency across marketing and operational platforms.

- Optimized website performance, SEO, and UX flows, resulting in a **65% increase in call conversions**.
- Successfully delivered 10+ modules for client's websites under tight deadlines in Agile sprints, creating impactful and feasible designs on time.
- Led design workshops, conducted user surveys and usability studies, analyzed insights using a prioritization matrix, and documented the actionable solutions in the Jira Product Discovery project.
- Developed and managed design system, boosting efficiency and improving consistency across the websites.
- Ensured all our designs follow Web Content Accessibility Guidelines (WCAG) aligned interfaces.

IT Analyst (UX & Systems Support)

Fullsteam

Apr 2023 – Dec 2024

- Partnered with product, IT, and business teams to identify and implement **UX improvements** across enterprise POS and PMS systems.
- Conducted **user interviews, workflow analysis, and usability assessments** to inform UX enhancements.
- Supported multiple initiatives simultaneously by managing priorities and coordinating across teams.
- Documented **UX patterns, interaction guidelines, and standards** to support scalable, consistent design solutions.
- Collaborated with developers to ensure accurate translation of UX designs into functional interfaces.

UI/UX Designer

Buyerfolio – Toronto, ON

Mar 2022 – Mar 2023

- Led **UX design activities from discovery through delivery**, including research, wireframes, prototypes, and high-fidelity designs in Figma.
- Created **user flows, wireframes, and UX artifacts** for responsive, customer-facing web products.
- Facilitated **design workshops, Agile ceremonies, and design sprints** with cross-functional partners.
- Worked closely with developers, SEO, and product teams to ensure high-quality, accessible, and scalable UX outcomes.
- Presented UX solutions and design rationale to internal stakeholders.

UI/UX Designer

Xplore Bhilai – India

Jun 2016 – Oct 2019

- Designed and delivered **public-facing websites and digital products** with a focus on usability and conversion optimization.
- Conducted **client discovery sessions, usability testing, and information architecture exercises**.
- Produced wireframes, mockups, and interactive prototypes using Figma and Adobe XD.
- Supported multiple client projects simultaneously while maintaining quality and consistency.

Education

Postgraduate Diploma – Software Engineering

Centennial College, Scarborough, ON | 2021

Bachelor of Engineering – Information Technology

SSEC, Bhilai, India | 2016

Certifications

- Responsive Web Design (2025)
- UX Digital Skills (2024)
- Google UX Design Professional Certificate (2022)

Additional Strengths

- Strong verbal and written communication skills with confidence presenting UX work.
- Experience working on **high-visibility, public-facing digital properties**.
- Ability to adapt quickly to enterprise tools, design systems, and frameworks.
- UX-first mindset with strong attention to accessibility, consistency, and scalability.

Languages: English, Punjabi, Hindi

Portfolio available with case studies demonstrating research, wireframes, testing, and final designs.