

Simran Kaur

UI/UX & Front End Designer / Developer

with 5+ years of experience designing user-centric digital experiences and developing responsive, accessible web interfaces. Skilled in SEO, design systems, and Agile development.

Brampton, ON, Canada

+1 647-540-3296 ,

Email-simranpreet094@gmail.com ,

Portfolio- www.simmidoodles.com

EXPERIENCE

Fellows Towing, Mississauga, ON— UI/UX & Front End Designer / Developer

December 2024 - PRESENT

- Led design workshops, user research, and usability testing.
- Developed responsive UIs using HTML, CSS, JS, [React.js](#).
- Increased call conversions by 65% via performance and SEO & Website optimization.

Fullsteam, Markham, ON— IT Analyst

April 2023- December 2024

- Supported POS and PMS systems while identifying UX improvements in internal workflows.
- Conducted user interviews and process reviews to inform UX and IT infrastructure upgrades.

Buyerfolio, Toronto— UI/UX & Front End Designer

March 2022 - March 2023

- Facilitated Agile ceremonies and conducted design sprints to accelerate innovation.
- Led user research, created sitemaps, and delivered end-to-end UX strategy.
- Championed Design Thinking practices across teams and enabled certification workshops

Xplore Bhilai, India— UI/UX Designer

June 2016 - October 2019

- Built UX-friendly websites and conducted digital campaigns with a focus on customer insight and conversion.
- Facilitated client discovery workshops and usability testing sessions.
- Conducted client consultations to gather requirements and design aligned mock-ups and prototypes.

SKILLS

Design & Dev: Figma, Adobe XD, Sketch, HTML5, CSS3, JS, WordPress, React.js, [Vue.js](#).

UI/UX & Strategy: Design Thinking, Empathy Mapping, Wireframing, Prototyping.

SEO & Analytics: Google Analytics, SEMrush, Meta Ads, Hotjar, A/B Testing.

Tools: Slack, Jira, Trello, Notion, Confluence, Git, VS Code.

EDUCATION

Centennial College,
Scarborough, Canada— P.G Diploma—
Software Engineering

January 2020 – August 2021

Bachelors of Engineering, India—
Information Technology

June 2012– August 2016

CERTIFICATION

Responsive WebDesign- 2025,

UX Digital Skills- 2024,

Google UX Design Professional
Certificate – 2022

LANGUAGES

English, Punjabi & Hindi.