

Simran Kaur

UI/UX Designer Front End Designer SEO Specialist

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

Toronto, Ontario, Canada

[Email](#), [Behance](#), [LinkedIn](#), [Portfolio](#)

EXPERIENCE

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

December 2024 - PRESENT

- Led design workshops, user research, and usability testing
- Developed responsive UIs using React.js, Vue.js, HTML, CSS, JS
- Increased call conversions by 65% via performance and SEO 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 Designer & SEO Specialist*

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 & SEO Specialist*

March 2022 - March 2023

- 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, React.js, Vue.js, HTML5, CSS3, JS, WordPress.

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

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

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

EDUCATION

Centennial College,
Scarborough, Canada— *PG Diploma*
January 2020 - August 2021

Bachelors of Engineering, India—
Information Technology
June 2012- August 2016

LANGUAGES

English, Punjabi & Hindi.

