

# Simran Kaur

UI/UX Designer & Front-End Developer | Brampton, ON, Canada

☎ +1 647-540-3296 | ✉ simranpreet094@gmail.com

🌐 Portfolio: [www.simmidoodles.com](http://www.simmidoodles.com)

## Professional Summary

UI/UX Designer and Front-End Developer with **5+ years of experience** designing scalable design systems and building **high-performance, accessible front-end solutions**. Strong expertise in **Figma, React, TypeScript, and API integrations**, with hands-on experience translating complex design workflows into developer-ready, production-grade solutions. Adept at collaborating across design, product, and engineering teams to automate workflows, optimize design-to-dev handoffs, and deliver user-centric digital experiences.

## Core Skills

- **Figma & Design Automation**  
Figma (Advanced), Design Systems, Component Libraries, Auto Layout, Prototyping, UX Workshops, Usability Testing, Accessibility (WCAG)
- **Front-End Development**  
TypeScript, JavaScript (ES6+), React.js, HTML5, CSS3, Responsive Design, Performance Optimization
- **APIs & Integrations**  
REST APIs, OAuth 2.0, JWT Authentication, Webhooks, Third-party API Integrations
- **AI & Optimization**  
AI-assisted UI workflows, automated layout optimization, metadata-driven design systems, SEO optimization
- **Tools & Platforms**  
Git, VS Code, Jira, Confluence, Notion, Slack, Google Analytics, Hotjar

## Professional Experience

### UI/UX Designer & Front-End Developer

Fellows Towing – Mississauga, ON

*Dec 2024 – Present*

- Designed and maintained **scalable Figma component libraries** and responsive layouts to streamline design consistency across marketing and operational platforms.
- Developed **React-based front-end interfaces** using HTML, CSS, and JavaScript with a focus on performance, accessibility, and maintainability.

- Collaborated with stakeholders to translate Figma prototypes into production-ready UI components, improving design-to-development efficiency.
- Optimized website performance, SEO, and UX flows, resulting in a **65% increase in call conversions**.
- Conducted usability testing and accessibility reviews to ensure WCAG-aligned interfaces.

## IT Analyst (UX & Systems Support)

### Fullsteam – Markham, ON

*Apr 2023 – Dec 2024*

- Partnered with product, IT, and business teams to identify **UX improvements in enterprise POS and PMS systems**.
- Conducted user interviews and workflow analysis to inform system enhancements and UI optimizations.
- Supported API-driven system integrations and ensured reliable data flow across internal platforms.
- Documented UX patterns and interaction guidelines to support scalable design improvements.

## UI/UX Designer

### Buyerfolio – Toronto, ON

*Mar 2022 – Mar 2023*

- Led **end-to-end UX strategy**, including research, wireframing, prototyping, and high-fidelity Figma designs.
- Built reusable UI components aligned with design system best practices for faster front-end implementation.
- Worked closely with developers to ensure accurate translation of Figma designs into responsive web interfaces.
- Facilitated Agile ceremonies, design sprints, and cross-functional collaboration.

## UI/UX Designer

### Xplore Bhilai – India

*Jun 2016 – Oct 2019*

- Designed and delivered **UX-focused websites and digital products** with an emphasis on conversion optimization.
- Created wireframes, mockups, and interactive prototypes in Figma and Adobe XD.
- Conducted client discovery sessions and usability testing to refine information architecture and layouts.

- Supported digital campaigns with design assets optimized for performance and engagement.

## Education

### **Postgraduate Diploma – Software Engineering**

Centennial College, Scarborough, Canada

*Jan 2020 – Aug 2021*

### **Bachelor of Engineering – Information Technology**

SSEC, Bhilai, Chhattisgarh, India

*Jun 2012 – Aug 2016*

## Certifications

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

## Languages

English, Punjabi, Hindi

## Relevant Strengths

- Strong understanding of **design systems, component-driven architecture, and Figma extensibility.**
- Experience collaborating with engineers on **API-driven, automated workflows.**
- Front-end expertise aligned with **TypeScript + React architectures.**
- UX-first mindset with focus on **accessibility, scalability, and performance.**