

# HARSIMRAN SINGH ARORA

## User Experience Designer

### CONTACT

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[Portfolio \(click here\)](#)

### SKILLS

UX research  
Wireframing  
Interaction Design  
Visual Design  
Prototyping  
Usability Testing  
Problem Solving  
Critical Thinking

### TOOLS

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
HTML  
CSS  
Jira

### CERTIFICATIONS

**DIGITAL SKILLS: USER EXPERIENCE**  
Accenture - 2020

**FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN**  
Google - 2021

### EDUCATION

**WEB AND MOBILE DESIGN**  
Langara College, Vancouver  
**2023-2024**

**BACHELORS OF COMPUTER APPLICATIONS**  
Maharaja Surajmal Institute, GGSIPU  
**2014-2017**

### SUMMARY

I am a creative and energetic UI/UX designer with 4+ years of experience in designing websites, apps, prototyping and creating product interfaces and 1 year in UI and automation testing.

### WORK EXPERIENCE

#### SAMSUNG SDS

Senior UX Designer

**December 2022 - April 2023**

I revamped and redesigned GitOps, a software development practice that emphasizes the use of Git as a single source of truth for defining and managing infrastructure and applications.

- Conducted user research and analysis to understand user needs and pain points related to GitOps.
- Designed user interfaces, wireframes, and prototypes for GitOps based on user feedback and best design practices.
- Collaborated with cross-functional teams, including developers, product managers, and business stakeholders, to ensure the design aligns with business objectives and technical requirements.
- Conducted usability testing to validate the design and make improvements.

#### ACCENTURE - FUTURE TALENT PLATFORM

UX Designer

**August 2021 - December 2022**

Future Talent Platform is a learning platform aimed at working professionals to upgrade their current skillsets by taking up various courses provided by their organisation.

I worked to upgrade this platform for better usability.

- Created High and low-fidelity screens to enhance and add new features to the platform.
- Developed User personas, storyboarding, journey maps, etc.
- Built a deep understanding of customers through exploration and partnership with research.
- Worked on new client onboarding, including customising Logo, Hero Images, Login Images and managing Primary and secondary colours of the platform.
- Designed posters and marketing emails for new product launches.

#### ACCENTURE - COGNITIVE INSURANCE PLATFORM

UX Designer

**July 2020 - August 2021**

Worked as a solo UX designer on CIP, an artificial intelligence platform that specialised in computer vision and machine learning. CIP helps to initiate insurance claim procedures with the help of AI and Machine Learning.

- Did market research and analysis to understand the competitors like AWS Regoknition, Clarify and Data Robot.
- Conducted user research and analysis to understand user needs and pain points related to AWS Regoknition, Clarify and Data Robot.
- Created CIP platform from scratch including Information Architecture, Low fidelity and High fidelity designs.

#### ACCENTURE - CITIBANK

UX Designer

**April 2019 - July 2020**

Designed web pages for onboarding, account opening, home loans and credit card registrations for EMEA region clients.

Test Engineer

**February 2018 - March 2019**

Worked as a UI, Functional, Sanity, Regression and Automation Tester.