Harshneet Kaur
Product Designer

PORTFOLIO
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CONTACT

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EDUCATION

Brainstation, Toronto
Diploma, User Experience Design

Humber College
Diploma, Media communications

SKILLS

User Research
User Strategy
Responsive Web Design
Interaction Design
User Centered Design
Prototyping
UI Design
Task Flows
User Journeys
Usability Testing
Heuristic Evaluation

TOOLS

Sketch
Figma
Zeplin
Adobe Illustrator
Photoshop
ProtoPie
Framer
Wordpress
CSS
HTML
Final Cut Pro

WORK EXPERIENCE

Product Designer | Auvenir, Toronto ON
Jan 2023 - Present

- Designed features in Auvenir engagement platform for Audit New Zealand by managing complex requirements based on specific audit methodology, collecting client feedback and delivering to 200+ enterprise users.
- Led User Acceptance Testing (UAT) project, overseeing the formulation of criteria for designers to adhere to. Executed comprehensive testing, bugs documentation and inconsistencies in Azure DevOps for streamlined issue tracking and resolution
- Collaborate closely with Business Systems Analysts, Product Managers, Engineers, and Feature Owners to translate conceptual ideas into tangible designs, ensuring thorough and effective documentation of functional requirements.
- Maintain the content library and style guide by working closely with the development team on decisions related to the frontend and UI framework to ensure consistent branding is communicated throughout.

UX Designer | Int'l Insitute of Travel, Toronto, ON
Apr 2021 - May 2022

- Improved the end to end user experience of IIT College's student portal by conducting usability reviews, identifying UX issues and proposing design recommendations.
- Designed a dynamic web application for Astor Travels, a sister company, specializing in student insurance and travel services. Executed the entire project lifecycle, including thorough research, design conceptualization, testing, and seamless implementation, resulting in a streamlined and user-friendly online platform.
- Identified trends to help boost customer interaction online, by planning and executing digital campaigns. Established strategic partnerships with educational institutes to fortify the student network, resulting in a notable 20% surge in student applications through social media channels and a substantial increase in website traffic.
- Regularly collaborated with stakeholders to understand evolving business needs, aligning digital initiatives with organizational objectives.

UX/UI Intern | Devant, Toronto ON
Dec 2020 - Apr 2021

- Oversaw the user interviews, brand guidelines and overall UX structure for the web app, Devant that enables international students to kickstart their career journeys in Canada.
- Worked on a project called 'Get Hired at Home', a virtual career development expo for international students & alumni. Assisted the senior UX designer by creating enhancing the chat bot experience and Q/A page.
- Collaborated with the design team using Figma to create a career planner portal for students to track their objectives and goals in the job market. This project included creating a progress bar and online career tools.
- Put together a style guide showcasing all the UI elements to have uniformity throughout the project. Enabling greater visibility & trackability for students.

ACCOMPLISHMENTS

Scotiabank Design-a-thon | 1st place winner

This rapid design project was based on a prompt given by the Scotiabank Digital Factory to design an accessible experience that provides timely and relevant information to help customers better manage their personal finances. We conducted research, prototyped ideas, and pitched our solution to Scotiabank executives, winning 1st place prize.

Pastel | Sprint challenge

Created an iOS banking prototype that targets young professionals to be more mindful of their debt management, how to be accountable for it and how to save long term. The project focused on automatic budgeting for monthly expenses through an approachable tone, friendly color scheme, and simple banking language.

BrainStation | FitSocial Fitness App

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