

# GURLEEN KAUR

Senior UI/UX Designer | Product Designer | 5+ Years Experience  
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## PROFESSIONAL SUMMARY

Senior UI/UX Designer and Product Designer with **5+ years of experience** delivering end-to-end design solutions for SaaS platforms, enterprise dashboards, admin panels, customer portals, and mobile applications. Proficient in Figma, user research, usability testing, design systems, and cross-functional collaboration with product managers, engineers, and business stakeholders. Known for translating complex business requirements into intuitive, accessible, and visually consistent interfaces. Demonstrated track record of improving usability metrics, reducing task-completion time, and accelerating developer handoff across B2B SaaS and enterprise products. Experienced in Agile environments with strong skills in stakeholder communication, design documentation, and product strategy.

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## CORE COMPETENCIES

UI/UX Design | Figma (Expert) | Design Systems | Wireframing | Prototyping | User Research  
Usability Testing | Information Architecture | Interaction Design | Responsive Design | Accessibility (WCAG)  
SaaS Product Design | Enterprise Application Design | Dashboard Design | Mobile App Design (iOS / Android)  
Developer Handoff | Design Tokens | Component Libraries | Agile / Scrum | Stakeholder Presentations

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## PROFESSIONAL EXPERIENCE

### UI/UX Designer | Freelance

Dec 2024 – Present

#### Video Streaming Platform (SaaS and Consumer Web Application)

- Led end-to-end UI/UX design for a large-scale video streaming platform including content discovery, user profiles, subscription management, and personalised recommendation interfaces, delivering production-ready high-fidelity screens and interactive prototypes.
- Designed a scalable Figma design system using Auto Layout and design tokens, covering reusable UI components, typography, colour, and spacing, which enforced visual consistency across 50+ screens.
- Conducted 3 rounds of moderated **usability testing with 15+ participants**, synthesised insights, and redesigned key user flows, reducing average **task-completion time by 30%**.
- Partnered with frontend engineers during implementation, performing design QA against specifications and providing structured feedback that maintained pixel-level accuracy across the product.
- Integrated AI-assisted design tools (UXpilot, Midjourney) into the ideation workflow, increasing early-stage design **throughput by 40%** while preserving interaction design quality.

#### Ritualy (B2B Service Platform, Wedding and Cultural Tourism)

- Defined and mapped 3 distinct user journeys** for tourists, cultural hosts, and guides, then designed trust-building UI patterns and scalable information architecture that reduced friction for first-time users.
- Delivered wireframes, user flow diagrams, and high-fidelity mockups for the complete service-booking experience across desktop and mobile breakpoints.

#### MBBS Planet (EdTech SaaS Platform)

- Designed a multi-step On-boarding flow for web and mobile, validated **through 2 rounds of usability testing with 10+ users**, iterating until task-error rates dropped to a measurable low.
  - Built a comprehensive Figma design system including a design token library, reusable component library, and handoff documentation, **reducing screen-level inconsistencies by 60%** and cutting developer handoff time significantly.
  - Delivered user personas, information architecture documentation, and a data-heavy admin dashboard for student counsellors, establishing strong capability in enterprise-grade dashboard design.
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Senior UX Designer and Academic Strategist | Chandigarh University Jul 2023 – Dec 2024

- Served as a core decision-maker in the UX programme, contributing to **Curriculum Strategy**, **Academic Roadmap**, and **Resource Planning** alongside department leadership, not solely in a delivery capacity.
- Championed and introduced an **AI-integrated design curriculum**, differentiating the programme competitively and directly supporting student enrolment and admissions targets.
- Participated in regular **Stakeholder discussions** with department heads, academic leadership, and industry partners to align curriculum outcomes with market demand and protect programme ROI.
- Directed **10+ end-to-end product design projects** across web, mobile, and dashboard formats, and implemented structured critique frameworks that improved prototype quality scores by 35% semester-on-semester.
- Identified outcome gaps and recommended process changes including **peer-review cycles and sprint-based project formats**, which were standardised across the department.
- **Mentored 5 cross-functional student teams** from concept through to prototype. 3 projects were selected for university-level innovation showcases, raising the programme's visibility and credibility internally.

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### Associate UI/UX Designer | Thoughts2Binary Consulting

Nov 2022 – May 2023

- Delivered 4 product features across web, iOS, and Android within Agile sprint cycles. Data-informed usability improvements lifted usability scores by 22% across two flagship enterprise products.
- Built and maintained a component-based Figma design system with reusable components, style guides, and design documentation, reducing designer-to-developer handoff time by 30% and improving implementation consistency.
- Collaborated daily with product managers and frontend developers, translating business requirements into practical UI/UX designs with clear specifications and handoff documentation.

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### UI/UX Designer | Net Soft Labs

Jan 2021 – Nov 2022

- Designed responsive web and mobile interfaces for 3 concurrent client projects, covering user flows, wireframes, and high-fidelity UI screens for both customer-facing and internal enterprise applications.
- Owned design quality, usability standards, and visual consistency across all delivered products, advocating for user needs in stakeholder reviews and contributing to measurable improvements in end-user satisfaction.
- Developed hands-on expertise in responsive design across desktop, tablet, and mobile screen sizes and built a strong foundation in component-based design and layout systems.

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## TOOLS AND TECHNOLOGIES

**Design:** Figma (Expert), Adobe XD, Sketch, Framer, Adobe Illustrator, Adobe Photoshop, Canva

**UX Methods:** User Research, Usability Testing, Heuristic Evaluation, Persona Development, Information Architecture, User Journey Mapping, Interaction Design

**Systems:** Design Systems, Design Tokens, Component Libraries, Style Guides, Design Documentation, Developer Handoff

**Technical:** HTML/CSS Fundamentals, WCAG Accessibility, UX Writing, Material UI

**AI Tools:** UXpilot, Uizard, Galileo AI, Midjourney, Cursor

**Process:** Agile/Scrum, Sprint Planning, Cross-Functional Collaboration, Stakeholder Communication, Design Reviews

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## EDUCATION AND CERTIFICATIONS

**B.Sc. (Hons) Computer Science, Delhi University**

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Sri Guru Tegh Bahadur Khalsa College

- Google UX Design Professional Certificate, Coursera
- User-Centered Design, Accenture
- AI for Everyone, DeepLearning.AI