

JASVEEN KAUR , M.Des

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EDUCATION

M.Des. UI/UX

Gujarat University Department of Design, Ahmedabad

- Ranked as the **University Topper** for the M.Des 2022-2024.

CGPA: 8.0/10

Aug '22-May'24

B.Tech. CSE

GTBIT, Indraprastha University, New Delhi

CGPA: 9.0/10

Aug '18-June'22

EXPERIENCE

Product Design Team Lead, IIT Delhi

Dec '23 - Present

Department of Design, Indian Institute of Technology, Delhi

- Collaborated with product managers to gather requirements and led a Digital Design and Development team of 10+ members to create wireframes and prototypes aligned with strategic objectives.
- Created Learning Experience Design artefacts for Interaction Design, focusing on accessibility design for the Delhi Board of Secondary Education, and developed Low-Code Development frameworks for the Punjab School Education Board, reaching 5000+ users.
- Utilized low-code tools to design and develop customer-facing websites and mobile applications, optimizing for usability and accessibility.

Interaction Designer

Sept '23 - Oct'23

Indian Muscular Dystrophy Society and Research Centre

- Led a multidisciplinary team to create a sophisticated Infographic tailored for diverse education levels. Submitted to a medical journal, it's now used in many rehab centres, reaching an estimated audience of over 4,000 individuals.

UI/UX Designer

March '21 - July '21

Revolux Solutions Pvt. Ltd.

- Contributed to 10+ brainstorming sessions, turning complex design issues into a redesigned e-commerce interface by implementing design systems and frameworks.
- Enhanced my ability to blend user needs with business goals for practical design solutions.
- Worked closely with product managers & developers to iterate, build, and launch useful design solutions.

PROJECTS

Learning Experience Design Project

April '24 - Present

Core Team Member & Digital Design and Development Lead, IIT Delhi

- Contributed to a Govt. project delivering high-end 21st-century skills to rural areas, reaching over 2000+ users.
- Formulated a comprehensive workflow for 5+ project deliveries by analysing the Learning Experience Design (LXD) process and applying design thinking principles, ensuring the workflow was tailored to meet project needs and facilitate smooth execution.
- Conducted field research, documented research findings, and formulated minutes of stakeholder meetings, ensuring clear communication and alignment between teams.
- Participated in design presentations and managed project documentation, supporting key decisions and project milestones through clear and engaging communication.

KEY SKILLS

- **Technical Skills:**
Ethnographic Research, Behavioural Psychology, User Research, Design Thinking, Interaction Design, Information Design, User-Centric Design, Visual Design, Branding, Design Semantics, Accessibility Design, Prototyping, Usability Testing, Qualitative Analysis, WCAG Compliance, Heuristic Evaluation & UX Audit
- **Soft Skills:**
Self Learner, Curious, Ownership, Accountability, Collaborative, Stakeholder Management, Empathy, Driven, Strategic Reasoning, Problem-solving orientation, Communication, Leadership
- **Softwares:**
Figma, Adobe XD, Adobe Creative Suite, Miro, Optimal Workshop, Google Workspace, Wix, Framer

CERTIFICATIONS

- AI for Designers - Interaction Design Foundation
- UI/UX Design, Internshala Training - Percentage: 71%
- Basics of Graphic Designing, CQS (Previously NIIT) - Percentage: 92%
- UI Development, Girls Script Foundation

ACHIEVEMENTS

- Secured Rank 1 in M. Des with 8.0 CGPA
- Achieved Star Performer Status with a 92% in Graphic Design course by CQS (Previously NIIT).
- Scored 10.0 CGPA in class 10th