SIMRATPAL SINGH VASEER

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SUMMARY

Results-driven Product UI/UX Designer with 2+ years creating user-centered digital experiences. Proven expertise in end-to-end design processes from research to prototyping, transforming complex requirements into intuitive interfaces that drive engagement and business growth. Skilled in design systems, cross-functional collaboration, and design thinking methodologies.

EDUCATION

B.E., Computer Science Engineering Graduated May 2024
Chandigarh University, Gharuan 8.2 CGPA

TECHNICAL SKILLS

Design Tools: Figma, Illustration and UI graphics, Pitch Deck and vision presentations, User flows, Concept sketches, Wireframes and mock ups, Style guides, Adobe Creative Suite (Photoshop and Illustrator).
Prototyping and Testing: Rapid prototyping using Figma Interactive flow, User Testing.
Web Technologies: HTML, CSS, JavaScript, Responsive Design.
Analytics and Research: Google Analytics, User interviews, A/B testing and Experimenting, Usability testing.

PROFESSIONAL EXPERIENCE

ProPeers, Remote: Product UX/UI Designer June 2024 – Present

- Created intuitive interfaces, turning complex concepts into seamless designs for web and mobile apps.
- Collaborate with cross-functional teams to define product requirements, iterate on designs.
- Contributed to the creation of Pitch Decks for both domestic and international product pitches.

ProPeers, Remote: UX/UI Designer Intern June 2023 – June 2024

- Improved user interface designs for key product, resulting in increased user engagement.
- Conducted usability testing, leading to enhanced user experiences and product optimization.
- Led end-to-end design processes to meet deadlines and quality standards.
- Presented design concepts to stakeholders, incorporating feedback for consensus.

PROJECTS

Money Application - View Design Nov 2023
Streamlined Financial Management at Your Fingertips (Concept)

- App design with expense tracking, card management, and investment insights in a streamlined mobile interface.
- End-to-end product design covering wireframing, prototyping, and high-fidelity UI with focus on data visualization.
- Contemporary fintech design emphasizing visual hierarchy, intuitive navigation, and modern aesthetic principles.

Instagram Redesign - View Design Sep 2023
Social Media App with a Focus on Visual Storytelling (Concept)

- App redesign emphasizing visual storytelling with curated content feeds, trending discovery, and enhanced user engagement features.
- Complete interface overhaul featuring modern card-based layouts, improved navigation patterns, and optimized content consumption experience.
- Contemporary design focusing on visual hierarchy and seamless user interaction flows.

OTHER WORK EXPERIENCE

Freelance, Remote: UX/UI Designer - View Design Feb 2025

- App featuring real-time GPS integration, location-based search, and peer-to-peer route sharing capabilities.
- Prototyped complex user flows including multi-step onboarding, profile customization, map interactions.
- Developed a cohesive visual identity with modern user interface patterns, accessibility considerations, and cross-platform design consistency.