



GURAMRIT SINGH



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PROFILE

A passionate, strategic thinker and an innovative User Experience Designer. Aiming to build a comprehensive and sustainable product ecosystem with contextual research and business strategy. I am dream-driven, career-focused, a natural leader and enjoy a fast-paced working environment.

EXPERIENCES



User Experience Architect

Best Buy Canada

April 2017- Present

Responsible for the user experience design for the Best Buy online ecosystem. My responsibilities includes competitor analysis, project planning, and new feature design for both the iOS and Android native apps. I am also responsible in designing the user experience for the Conversational & Voice AI on the Best Buy Action in the Google Assistant ecosystem.



Lead Educator

Brainstation

Mar 2017 - Present

Lead Educator for the part-time UI Design class, Intro to UX workshops, and Weekend workshops for the Vancouver location. I teach core UI,UX principles and provide relevant, real-life challenges, UX and UI designers face throughout the course and strategies for overcoming them.



UX/UI Design Lead

IT Glue

Feb 2016 - April 2017

In my role as UX/UI Design Lead at IT Glue, I led design research, design strategy, interaction design and visual design for IT Glue as a product. My process involved user interviews, distillation of foundational research into user personas and a high-level strategy, collaboration on branding and 'look and feel,' heavy sketching, wireframing and prototyping, visual design, and collaboration with developers on the little details that matter.



Instructor

RED Academy

Mar 2016 - Aug 2016

I helped create a hands-on learning environment for students by facilitating activities, giving feedback, and helping students understand the essential Photoshop image editing skills and know how to use interface elements for the web.



PROFESSIONAL SKILLS



Adobe Creative Suite 5

Photoshop
Illustrator
InDesign
Premiere
Edge Reflow
Experience Design

Web Development

CSS/HTML
Javascript(JQuery)

Wireframing

Axure
Invision
Sketch
Framer
Oragami

Marketing

Eloqua
SQL

EDUCATION



Simon Fraser University

2010-2014

Bachelor of Science

Design and Informatics

GPA: 3.5

Temasek Polytechnic

2003-2005

Diploma

Mobile and Wireless Computing





User Experience Specialist

Traction On Demand

Sept 2014 – Feb 2016

Provided UX direction and front-end web development (HTML, CSS, Javascript, JQuery, Visualforce) for one of Canada's top Salesforce.com / Cloud technology consulting companies. Created wireframes, detailed prototypes and custom, responsive UI/UX for websites, web-apps, and community portals for various renowned companies like Canlan, Telus, Blackberry, Avigilon



SFU SIAT SHOWCASE 2013
Digital Applications Winner

Design Teaching Assistant

Simon Fraser University

Jan 2013 – Sept 2014

Goals of these classes are to teach skills like framing problems, empathy, and iterative process. These classes also introduces design domains like industrial design, user experience design, experience design, and service design. I provided feedback and critique weekly on their design driven approach as well as the specific domains their projects focus on.

SFU

Email & Website Designer/Developer

Active Network Ltd

Jan 2011 - Jan 2012

Assisted with designing and HTML coding of emails and other online marketing efforts, including creating landing pages and forms in Eloqua and Liveball systems and updating website content. In addition, setting up emails in either Eloqua or ExactTarget email Systems and coordination proofing/approval process with Market Managers

