

# SIMRANDEEP SANDHU

## Experience Designer

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Toronto, Ontario

## Career Objective

I am passionate about telling stories through images that help me understand the user's point of view, what drives them, and what they need. I strongly believe that there is more than one way to solve a problem. If we change our perspective, even the most complicated problem can be solved in a simple way.

Building on this philosophy, I am committed to using design thinking and strategy-led approaches to solve user-centered problems to achieve both design and business goals.

## Soft Skills

- Human Centred Design
- Experience Journey Mapping
- Developing Use cases
- Design Thinking Methodologies
- Leadership
- Collaboration

## Hard Skills

- Adobe Creative Suite
- Figma
- Word press
- Sketch
- Invision
- Experience with Html, CSS

## Work Experience

Sept 2022- April 2023

### TD Financial

Toronto, Canada

## Experience Designer (Associate Intern)

- Creating Archetypes, experience journey maps and service design blueprints.
- Supporting in planning, observing and participating in design thinking workshops activities.
- Working closely with strategy team to provide to provide forward thinking design solutions.
- Delivered journey maps, mock ups and prototypes based on user research inputs.

Jan2022-April 2022

### Forward Motion Yoga

Toronto, Canada

## UI/UX Designer (Client Experience)

- Improved the layout and user experience of the website to maintain organized content for easier navigation.
- Proposed a digital marketing strategy to generate more revenue and increase market reach.
- Illustrated the design ideas using storyboards, process flows, wireframes, mockups, and prototypes to execute the final design.

2020-2021

### iTinker

Munich, Germany &  
Chandigarh, India

## UI/UX Designer

- Accountable for redesigning UI/UX of the mobile application and maintained high satisfaction scores.
- Working in agile team environment and developing scenarios, use cases and user testing to create compelling user experiences.

## Visual Communication Designer

- Designed and ideated the brand identity, including promotional and informative brochures for marketing strategies to increase the conversion rate.
- Created brand guidelines aligned with brand values and standards to maintain a consistent tone.

## Education

2019 - 2020

**Sociocats**  
Delhi, India

**Centennial College**  
Toronto, Canada

**NIFT**  
India

## Designer

- Designed social media content and defined visual identity with multiple outputs aligning with current trends.
- Collaborated with multiple clients with various design tools using typography and visual hierarchy.
- Created videos with 2d motion graphics on Adobe suit with a consistently high client satisfaction rate.

## Interactive Media Management

Post Graduation

- Learned and practiced to develop digital strategy, creating compelling content, intuitive design interfaces, conducting user research and executing digital projects.
- Completed an individual interactive project by applying the conceptual, technical, and production skills under faculty supervision.

## Communication Design

Bachelor's in Design

- Learned the fundamentals of design in four major domains- Graphic Design, Space Design, Media and DigitalThinking.
- Completed mandatory Industry Internship and Field Placement to learn meaningful work experience in Visual Design and UI/UX Industry.