

**JAGPAL SINGH**

**Senior UI/UX & Product Designer**

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## About Me

I've been designing digital products for over 8 years, mostly in IT, banking, retail, and financial services. I love figuring out what users really need and turning messy workflows into clean, simple experiences. I enjoy working with teams to build stuff that looks good and actually works.

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## What I Do

- **UX & Product Design:** I map journeys, run research, and create experiences that make sense to real users.
  - **Tools I Use:** Figma, Sketch, Adobe Suite, Miro, InVision, Storybook.
  - **Front-End & CMS:** HTML, CSS, WordPress (Elementor, Divi, Avada), some JavaScript.
  - **Collaboration:** I like running workshops, mentoring, and making sure everyone's on the same page.
  - **Research & Analytics:** Testing, analyzing, and tweaking designs until they actually work.
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## Work Experience

**Senior UX & UI Designer / Developer**

*Digital Tea, Edmonton, Canada | Apr 2025 – Sep 2025*

- Took the lead on UX strategy for web and mobile products, helping improve user retention and engagement.

- Redesigned onboarding, document upload, and e-signature flows to make them less frustrating.
- Built a design system in Figma/Storybook, keeping things consistent and accessible.
- Ran usability tests and looked at analytics to guide design tweaks.
- Got hands-on with HTML/CSS and WordPress to bring prototypes to life when needed.

### **Web Designer**

*Pixel Army, Edmonton, Canada | Mar 2024 – Apr 2025*

- Created responsive websites for clients like Deadmonton, Tri Leisure, and PGA.
- Developed layouts and design systems that fit their marketing campaigns.
- Juggled multiple projects at once, keeping quality high under tight deadlines.

### **Senior UI/UX Designer (Freelance)**

*Canada | Aug 2023 – Feb 2024*

- Talked to users, ran interviews, and studied competitors to improve usability.
- Built websites using HTML, CSS/SCSS, JavaScript/TypeScript, and ReactJS.
- Made wireframes, prototypes, and final designs that matched client branding.

### **Senior UI/UX Designer**

*Trantor Inc, Canada | Jan 2022 – Aug 2023*

- Maintained a UI component library in Figma to keep design consistent.
- Mentored junior designers and helped set priorities for projects.
- Created wireframes, flows, and interactions in Miro and Adobe XD.
- Ran usability tests and implemented improvements based on real feedback.

### **UI/UX Designer**

*Trantor Inc, India | Mar 2018 – Jan 2022*

- Designed personas, flows, IA, and hi-fi wireframes for clients like Google, PepsiCo, Deloitte, and Samsung.
- Followed Apple and Google design standards for responsive interfaces.
- Worked closely with dev and QA teams to make sure designs worked as intended.

### **Senior UX/UI Designer**

*Mobile Programming LLC, India | Jul 2016 – Feb 2018*

- Created user flows, wireframes, and interactive prototypes for B2B SaaS products.
  - Built UI components with accessibility and inclusivity in mind.
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## **Education & Certifications**

- Master's in Commerce & Administration, Panjab University, 2015
  - Bachelor's in Commerce & Administration, Panjab University, 2012
  - Certified User Experience Analyst (CXA) – in progress, Human Factors International
  - Human-Computer Interaction (HCI), Interaction Design Foundation
  - UX Management, Interaction Design Foundation
  - Google UX Design, Coursera
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**Portfolio with full case studies at <https://jgpl.ca>**