

JAGPAL SINGH

Product Specialist || Digital Experience || UI UX Designer

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PROFESSIONAL SUMMARY

- More than 9 years of experience in leading user research, analyzing behavioral data to drive insights, and developing digital experiences across SaaS, enterprise financial services, and web platforms.
- Expert in identifying unmet user needs through qualitative and quantitative research methods such as usability testing, journey mapping, competitive analysis, and UX audits.
- Proven capability to find high-impact product and experience opportunities through optimizing user flows and recommending features to drive engagement, conversion, and overall digital value.
- Proven experience in the design and delivery of cross-functional initiatives by closely collaborating with Design, Research, Marketing, Legal, and Development teams.
- Strong communicator, comfortable distilling complex concepts and bridging research insights into actionable, clear recommendations for technical and nontechnical stakeholders.
- Skilled in developing roadmaps, wireframes, and user personas in tools like Miro, having a strong basis in typography, layout systems, and keyboard-accessible design.
- Hands-on experience with the design and implementation of solutions by Apple Human Interface Guidelines and Google Material Design, using HTML, CSS, and WordPress.
- Depth of UX/UI best practices, including user psychology and digital acquisition strategies toward conversion optimization, applied to improve usability and business outcomes.
- Skilled in working with client Design Systems and style guides, validating and implementing designs, applying usability heuristics, conducting usability testing, and improving existing products using HTML5, CSS, and WordPress where required.
- Entrepreneurial mindset with a track record of solving problems, finding workarounds, and driving product improvements independently or in collaboration with teams.
- Strong foundation in Typography, Layout, Visual Design, Interaction Design, and Colour Theory.
- Proven background in graphic design projects for both web and mobile applications, including WordPress, HTML, and CSS-based interfaces.

SKILLSETS

Design & Front-End: HTML, CSS, Typography, Color Theory, Grid & Layout, Wireframes, Sketching, Rapid Prototyping, Usability, User Experience (UX) Design, User Interface (UI) Design

User-Centered Design: Design Thinking, Qualitative & Quantitative User Research Methods, Product Thinking, User Research, User Personas, User Journey Mapping, Feature Planning, Data Analysis, Conversion Optimization and Communication/Business Thinking

Professional & Product Skills: Product and Project Management, Client Handling, Agile Methodology, Creative Problem Solving, Multi-Stakeholder, Multidisciplinary Environments.

Leadership: Managing Team, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Senior Web Designer, Digital Tea, Edmonton, AB

Mar 2025 – Oct

2025

Clients:

CWCS, Truck Outfitters, SVPT Fitness, The Pear Properties, Oilfields

Responsibilities:

- Convert high-fidelity Figma designs into responsive and pixel-perfect layouts using WordPress, HTML, and CSS, ensuring full design accuracy across devices.
- Customize WordPress themes and page structures by implementing UI components directly from Figma into clean, well-organized HTML and CSS code.
- Build and maintain reusable design components in WordPress while ensuring consistency with the original Figma design system.
- Collaborate with Product Managers and Developers to translate Figma prototypes into functional front-end experiences using HTML5, CSS3, and lightweight WordPress customizations.
- Optimize WordPress pages for performance, layout alignment, accessibility, and responsiveness based on Figma design specifications.
- Troubleshoot UI issues and inconsistencies by comparing implemented WordPress pages with Figma designs and correcting HTML/CSS for improved accuracy.
- Maintain brand and visual consistency by strictly following Figma style guides, typography rules, spacing guidelines, and applying them through HTML and CSS.
- Build wireframes and mid-fidelity Figma prototypes, then implement them efficiently in WordPress with custom CSS adjustments.
- Work with plugins, custom blocks, and theme settings in WordPress to accurately reflect Figma UI decisions without compromising page structure.

Senior Digital Designer Specialist, Pixel Army, Edmonton, AB

Apr 2024 – Mar

2025

Clients:

Braden Equities, Hockey Alberta, Inside Education, PGA of Alberta, Brickhouse Smokery, FundCrew

Responsibilities:

- Collaborated with Product Managers, Designers, Developers, Teams, and Clients to build, expand, and maintain scalable Design Systems, including implementing components in WordPress, HTML, and CSS.

- Produced iterative UX deliverables such as personas, user flows, journey maps, design strategies, and planning activities to support product development.
- Applied knowledge of current design trends to identify, analyze, and troubleshoot UX challenges and optimize user journeys across web and digital interfaces.
- Ensured strict adherence to style guides and visual standards while aligning designs with industry trends and accessibility guidelines.
- Worked on Government-related projects by creating and maintaining a unified and cohesive set of UI components, converting designs into functional layouts using HTML, CSS, and occasionally WordPress-based environments.
- Created roadmaps, wireframes, research documents, and user personas that clearly communicated design intentions and improved understanding across teams.

Senior UI UX Designer, Trantor, Canada

Jan 2022 – Dec 2022

Responsibilities:

- Engagement with Product Managers, Designer, Team, Developers and Clients to work on design system
- Skilled digital experience designer with a solid background in User-Centered Design, Information Architecture, and Web Content Strategy.
- Producing iterative UX deliverables including personas, user flows, journey maps, strategies, plans and activities
- Knowledge of current design trends to Identify and troubleshoot UX problems and user journeys
- Adhere to style guide standards as per visual trends
- Worked on Government related projects by creating and maintaining a unified and cohesive set of UI components
- Developed and updated content and designs on various websites using different CMS tools such as HTML and CSS, with focus on being responsive.
- Making road maps, wireframes, research and user personas which should communicate through designs

UI UX Designer, Trantor Inc, India

Mar 2018 – Jan 2022

Clients:

Google, Head spin, Klipsch, PepsiCo, Varian Medical, Deloitte, Thomson Reuters, Strand Finance, Sales Force, Noon and Samsung

Responsibilities:

- Adept at interpreting user requirements, business requirements, and technology capabilities into compelling digital solutions.
- Strong capability to work with cross-functional teams, stakeholders, and subject matter experts to provide digital solutions for improving usability and findability.
- Hands-on experience in designing information architecture, wireframes, visual mock-ups, and prototypes to assist in designing digital tools.

- Created sketches, wireframes, mockups, and prototype user tests for websites and mobile applications
- Created audio, video and graphic digital media products
- Create digital content design assets, process flows, sitemaps, variations of a design for an A/B test
- Support Management while working with them on marketing related designs
- Visualize design problems and information in ways that are easy for other team members to comprehend
- Strong Communication skills working with clients and open up some ideas to elaborate the vision
- Engaging with clients and communicating with them to discuss more about the project

Senior UX UI Designer, Mobile Programming LLC

Jul 2016 – Feb 2018

Clients:

Samsung, Deloitte, PepsiCo, Varian Medicals, SAP, Klipsch, Reliance, Ketchup and So on

Responsibilities:

- Conduct layout adjustments based on user feedback
- Solving problems with other designers and briefing the description or project details for better understanding
- Worked on several projects while using apple human interface guidelines and google material
- Define and explore merchant problems, content mapping, sketching, wireframing, low and high fidelity prototyping and leading stakeholder reviews
- Worked on designs and production of print and digital materials and products that support development
- Possesses advanced understanding of current UX principles and UI designs
- Experience in interaction and interface design for
- enterprise software and B2B SaaS products using agile and iterative design processes
- Writing user stories in Jira and Miro

UX UI Designer, Impinge Solutions

Mar 2014 – Jun 2016

Clients:

Ketchapp, Upwork Projects

Responsibilities:

- Conducted initial research of users, site analytics and competition
- Worked on website designs and mobile applications
- Performed a robust site audit to determine a new site architecture and navigation
- Created sketches, wireframes, mockups, and prototype user tests

SOFTWARE

Figma	Wordpress	Adobe XD
Adobe Photoshop	Adobe Illustrator	Visual Studio
Elementor	Divi	Astra
Microsoft Azure	Balsamiq	Adobe Premier Pro
HTML	CSS	Principle

EDUCATION

Panjab University, bachelor in Arts and Animation

High School in Arts Education

CERTIFICATIONS

Pursuing, Certified User Experience Analyst (CXA), Human Factor International

Human-Computer Interaction (HCI), Interaction Design Foundation

UX Management, Interaction Design Foundation

Google UX Design, Coursera