Gurpreet Kaur

SENIOR UI/UX & GRAPHIC DESIGNER

Websites • Mobile Apps • SaaS • eCommerce • Design Systems

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9+ YEARS DESIGN EXPERIENCE	**10+** LIVE SHIPPED PRODUCTS	**~30%** TASK EFFICIENCY GAIN	**+20%** CONVERSION RATE LIFT

PROFESSIONAL SUMMARY

Senior UI/UX & Graphic Designer with **9+ years of experience** leading design for web and mobile applications from initial user research and wireframing through high-fidelity UI and developer handoff. Proven track record leading design for **10+ live products** across eCommerce, B2B marketplaces, enterprise SaaS analytics, and outdoor advertising. Expert in atomic design systems, mobile-first responsiveness, and agile engineering collaboration.

> *"Designing intuitive, human-centered systems across mobile and web—bridging research, craft, and engineering."*

PROFESSIONAL EXPERIENCE

Senior UI/UX & Graphic Designer • Hashbrown Systems Pvt. Ltd. `Feb 2017 - Present`

- **Lead Designer for 10+ Web & Mobile Products:** Owned the complete product design lifecycle across mobile apps (iOS & Android) and responsive web dashboards.
- **Enterprise Data Visualizations:** Architected complex analytics dashboards that reduced cognitive overload and **improved task completion by ~30%**.
- **eCommerce Optimization:** Restructured mobile-first browsing, cart flows, and checkout funnels, **raising conversion rates by ~15–20%**.
- **Design Systems & Component Libraries:** Built scalable, multi-brand component libraries in Figma, dramatically accelerating developer handoff velocity.
- **Agile Collaboration:** Partnered closely with engineering leads, product managers, and QA across iterative two-week sprint cycles.
- **Branding & Investor Assets:** Designed high-impact brand identities, product logos, marketing collateral, investor pitch decks, and executive presentations.
- **Mentorship & Standards:** Mentored junior UI designers and instituted structured design critique and design QA workflows.

CORE SKILLS

DESIGN CAPABILITIES

UI/UX Design | Data Visualization | Dashboard Design | Design Systems | Mobile-First | Responsive Web | User Flows | Wireframing | Prototyping

DESIGN TOOLS

Figma (Advanced) | Adobe XD | Photoshop | Illustrator | Firefly | Canva | Keynote

AI WORKFLOWS

ChatGPT | Claude | Gemini | Stitch | Google Flow

Accelerating research, UX copywriting, and rapid prototyping.

HIGHLIGHTS

- **Live App Store & Play Store** apps with thousands of active end-users.
- **National Visual Atlas:** Designed election data mapping for 543 constituencies.
- **AI Video Creator:** 100K+ likes for educational content on Instagram.

Featured Shipped Products & Case Studies

Lead Product Designer across Enterprise SaaS, B2B Marketplaces, and Mobile Applications

10+ SHIPPED APPS

OOH Audit Platform & Mobile App — LIVE PRODUCT

Tamper-proof outdoor campaign tracking and field verification ecosystem. Designed Moshpit mobile field app and executive Brand Manager dashboard.

oohaudit.com | Behance Case Study

Eikaebana Home Décor & Flora — ECOMMERCE APP

Mobile and web eCommerce shopping experience for artificial flowers and home décor. Optimized cart discovery and streamlined checkout.

shop.eikaebana.com | App Store | Play Store

Machine Dalal B2B Marketplace — INDUSTRIAL B2B

Global marketplace connecting machinery buyers, verified sellers, logistics partners, and financing institutions for industrial equipment trade.

machinedalal.com | App Store

Election Data Visualization (Atlas) — VISUAL ATLAS

Interactive national data visualization platform turning complex electoral history, voting patterns, and demographic datasets into intuitive maps.

meradesh.org | Behance Case Study

SmartToonKids — AI Video Content — 100K+ LIKES

End-to-end conceptualization, scripting, original character design, and AI-assisted animation production for children's educational content.

instagram.com/smarttoonkids | 45K+ Views

purchasing.ai & Retibazaar — ENTERPRISE SAAS

B2B purchase order & vendor management with ML demand forecasting (purchasing.ai), and cross-platform retail advertising tracking (Retibazaar).

purchasing.ai | Retibazaar App

DESIGN PROCESS & METHODOLOGY

01	02	03	04	05
Research	**Information Arch**	**Design System**	**Prototyping**	**Handoff & QA**
User interviews, competitive auditing, JTBD discovery	User flows, wireframing, content hierarchy	Atomic tokens, accessible UI components, typography	Interactive micro-animations, user testing loops	Figma specs, developer inspection, design QA sprints

EDUCATION

Bachelor of Technology (B.Tech) — 2011–2014
Computer Science & Engineering

Diploma in Computer Science — 2008–2011
Computer Engineering & Programming

PORTFOLIO & PROFILES

- Behance Full Portfolio: behance.net/gallery/233576423/Portfolio
- Pinterest Moodboards: in.pinterest.com/designedbykaur
- Instagram Creative Suite: instagram.com/smarttoonkids

Available for Senior UI/UX & Lead Design Roles
Open to Full-Time, Remote, Hybrid, and Strategic Product Consulting

Get in Touch