



Jasleen Kaur

Product Designer

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About Me

I am a passionate User Experience Designer with 3+ years of industry experience, currently working with CIBC Digital. I am always eager to create exceptional human centred design experiences.

Expertise

- UX Design, Interaction Design
- Wireframes
- Journey Mapping
- Storyboards
- User Flows
- Rapid Prototyping
- Sketching
- Information Architecture
- Visual Design

Tools

- Figma
- Sketch
- Adobe XD
- Photoshop
- Invision
- Miro/Draw.io

Education

Aug 2020 - Nov 2020

Brainstation

User Experience Design Certification

Jan 2020 - Mar 2020

Wharton Online

Business Foundations Certification

Sep 2013 - May 2015

Master in Physics

Punjab University

July 2010 - May 2013

Bachelors in Science

Punjab University

Work Experience

CIBC

Nov 2021 - Present

Product Designer

Working on multiple critical projects for the bank.

1. Smart Start (A family banking experience) -

Working as a lead designer on creating a brand-new banking platform (Age segmented experience) for youth as well as a connected experience for their parents

- In addition to regular business requirements, focused on creating futuristic gamified design experiences to make the product fun and engaging
- Conducted comprehensive research on how the youth learn and engage with mobile applications. Outlined their learning capabilities and understanding to create special age-segmented experiences

2. Help Centre -

Leading the project to create a hub that provides clients with a single location for all their support options. Designing to enhance an intuitive user experience with robust advice and help which can help businesses save millions of dollars on contact call center volume

- Worked with business to create project scope - What, Why, and Value proposition
- Conducted competitive analysis, affinity maps, brainstorming sessions cross-teams

3. Rewards Hub -

Worked on creating a responsive, modernized, and standalone loyalty hub experience for credit card clients. This product acts as a personalized mobile banking hub that brings loyalty program's core features and benefits at one place.

- Designed for a seamless experience for clients to redeem their points in key redemption categories such as travel, gift cards, and merchandise and for key card benefits
- Created a visually appealing design to engage customers in their next milestone while inspiring them at the same time to redeem points to drive KPIs

Ticket Gateway

July 2021 - Nov 2021

UX Designer - Contract

Worked on redesigning the platform (web and mobile) for the online event management and ticketing company. The project was designed using Figma,

Pow Puffs

May 2021 - June 2021

Product Designer - Contract

Designed the website (web and mobile) for Toronto based packaged food company. The website was designed in a comic strip theme and had a unique design language.

Smart Saver

Dec 2020 - May 2021

Product Designer - Contract

Designed the iOS app for Smart Saver, an app that enables users to understand, monitor and optimize their utility utilization for smart home devices, helping them to save money on utility bills. The app also enables them to pay bills with one click. Designed a special "Goals" feature that helps users plan monthly savings in the app

ExperienceTO

Oct 2019 - Dec 2020

Product Designer

Led design for iOS app - Experience TO - an experience and event booking app for people in the city, designed to help them plan weekends and holidays better. Created a "Ticket Wallet" to help user easily access their event tickets.