



Jasleen Kaur

Product Designer

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About Me

I'm a dedicated User Experience Designer currently shaping innovative digital solutions at CIBC with over 4+ years of industry experience. Fueled by curiosity, I craft designs that not only engage but empower users to navigate seamlessly.

Expertise

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

Tools

- Figma
- Sketch
- Adobe XD
- Photoshop
- Invision
- Illustrator

Education

November 2023

Neilson Norman group
Being a UX Leader

Aug 2020 - Nov 2020

Brainstation
User Experience Design Certification

Jan 2020 - Mar 2020

Wharton Online
Business Foundations Certification

Sep 2013 - May 2015

Masters in Physics
Punjab University

Council

Co-led of CIBC experience Design Council Working on improving the design operations, workflow within and across teams by streamlining the design process, and creating delivery templates to make it consistent across teams for efficient collaboration

Work Experience

CIBC

Nov 2021 - Present

Product Designer

Working on multiple projects for the bank.

1. **Franchising** - Leading a strategic initiative to address the low engagement of clients with CIBC's financial products, with 68% of clients owning only 1-2 products. Focused on simplifying financial management by cross-selling key products, such as chequing accounts and credit cards, to provide better incentives and value. Designing solutions that streamline user financial decisions, improve customer relationships, and increase digital sales by aligning business goals with user needs.

2. **Search** - Led designing of CIBC search experience from discovery to execution, empowering clients to find what they are looking for in seconds. Project was aimed at increasing customer satisfaction, containing clients digitally and reducing call volume,

- Conducted design research through competitive analyses and team workshops, Qualitative research
- Translated findings into usable, effective, and efficient user experiences. Created low and high-fidelity wireframes, Journey maps, user flows, edge case flows, final visual designs, and clickable prototypes
- Timely conducted design review sessions presenting design solutions and recommendations to senior leadership and stakeholders, gathering feedback and iterating on designs to ensure alignment with business and customer needs
- Collaborated with cross-functional teams, such as senior leadership, product managers, researchers, content team, analysts, QA, and stakeholders, to ensure that the project was developed to meet the goals.
- The project has been a huge success with 1 million interactions and 856k searches being achieved within the first 2 months of release.

2. **Help Centre**- Led the project to create a hub that provides clients with a single location for all their support options. Designed to create a hub with robust advice and help section that can provide users find support easily while helping the business save millions of dollars on contact call center volume.

- Led the project end-to-end from discovery to execution. Worked with business to create project scope - What, Why, and Value proposition
- Conducted comprehensive research and translated findings into mid to high-fidelity wireframes, and intuitive final visual designs with interactive prototypes across all screen sizes.
- Through the help center, call center volume has been reduced by 16% in 2 years

3. **Rewards Hub**- Worked on creating a responsive, modernized loyalty hub experience for credit card clients which acts as a personalized rewards hub that brings the loyalty program's core features and benefits into one place. The project aimed at increasing customer engagement and inspiring them at the same time to redeem points to drive KPIs

- Led the project end-to-end from research to final design hand-off. Worked closely with stakeholders to achieve project goals.
- Collaborated with cross-functional teams, such as researchers, content team, analysts, Developers, and QA for effective hand-off
- The project was a great success with an increase in customer engagement digitally and point redemptions of 97.5 M in the first year.

4. **Smart Start (family banking experience)**- Worked as a lead designer for creating concept designs for youth (age-segmented experience) as well as a connected experience for their parents

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.