



# Jasleen Kaur

Product Designer

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Pickering, Ontario

## About Me

With over 4+ years of industry experience, I'm a dedicated User Experience Designer currently shaping innovative digital solutions at CIBC. 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

Member of CIBC experience Design Council  
Working on improving the design operations such as hand-off documentation, streamlining the design process template to make it consistent across teams for efficient collaboration

## Work Experience

### CIBC

Nov 2021 - Present

#### Product Designer

Working on multiple critical projects for the bank

#### 1. Search -

Led the brand new experience from discovery to execution for CIBC Search. Created best-in-class banking search experience for our clients to empower them to find what they are exactly looking for in seconds.

- Conducted design research through competitive analyses and team workshops
- Translated findings into usable, effective, and efficient user experiences, journey maps, concepts, and visual design
- Worked closely with vendors and attended workshops to understand the search backend while exploring new areas of opportunity for development
- Created UI mock-ups, wireframes, user workflow diagrams, low-fidelity sketches, hi-fidelity mock-ups, UI flows, and clickable prototypes
- Identified areas of opportunities for stakeholders and solved challenges through brainstorming, ideating, organizing workshops and designing digital solutions
- Collaborated with cross-functional teams, such as product managers, analysts, QA, and stakeholders, to ensure that the project was developed to meet the goals.

#### 2. Help Centre-

Led 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 comprehensive competitive analysis and facilitated cross-functional brainstorming sessions, fostering innovation and idea generation
- Translated findings into usable, effective, and efficient user experiences
- Designed intuitive user experiences and visually compelling concepts, manifested through wireframes and interactive prototypes..

#### 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 the loyalty program's core features and benefits into 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

#### 4. Smart Start (A family banking experience)-

Worked as a lead designer for 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

### 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.