

Jasmeen Verma

UI/UX Designer | Graphic Designer

Surrey, BC V3V1T2

jvrajpoot@gmail.com

+1 778 325 9238

UI/UX Designer with a talent for crafting intuitive, user-centered interfaces. Expert in wireframing, prototyping, and enhancing user experiences. Proficient in design tools and adept at analyzing user behaviors to develop engaging, effective digital solutions that boost usability and satisfaction.

Portfolio Links:

- <https://jvrajpoot.com/>
- <https://www.linkedin.com/in/jasmeenverma/>
- <https://www.behance.net/jvrajpoot91>

Work Experience

UI/UX Designer

Freelancing-Burnaby, BC

January 2022 to Present

- Successfully managed multiple client projects, delivering high-quality graphics and layouts on time, resulting in a 95% client satisfaction rate.
- Developed and executed branding materials that enhanced clients market presence, leading to a 20% increase in client engagement and brand recognition.
- Optimized graphics for digital marketing campaigns, contributing to a 30% increase in social media interactions and website traffic.

UI/UX Designer

Tekk - Native Mobile App-Vancouver, BC

January 2023 to April 2023

An iOS/Android mobile application that facilitates connecting skilled workers with potential clients.

- Utilized user interviews, personas, and usability testing to gather insights, crafting data-driven, user-centered solutions that enhance accessibility and security.
- Built low-fidelity sketches, wireframes, and high-fidelity mockups in Balsamiq and Figma, fostering clear communication across design, development, and engineering teams for cohesive app flow.
- Provided strategic direction, layouts, and best practices for final presentations, social media graphics, and project proposals, amplifying product visibility and engagement on social platforms through collaborative efforts.

UI/UX Designer

Yoke - Mobile & Web App-Vancouver, BC

September 2022 to December 2022

Yoke is a React native travel management web app that assists aviation schools in approving the documentation of their student pilots before takeoff.

- Conducted UX research to develop user flows, personas, sitemaps, and user stories, resulting in effective, user-centered designs with positive feedback.

- Produced high-fidelity wireframes, mockups, and prototypes in Figma, streamlining app flow understanding for agile teams and improving development efficiency.
- Crafted compelling social media assets and project proposals adhering to UI standards, boosting engagement on LinkedIn, Instagram, and Facebook.

UI/UX Designer

My Virtual Teams-India

July 2020 to December 2021

- Boosted sales by 26% through designing engaging CRM and ERP system prototypes and website product pages.
- Enhanced consumer engagement with visually compelling blog infographics using advanced design principles.
- Achieved a 32% increase in traffic by creating effective digital marketing assets, including social media posts and ads.

UI Designer

3sixtystreet TechnoSoft-India

April 2018 to June 2020

- Strengthened brand identification by designing responsive web interfaces and software templates, doubling clients online presence.
- Generated 400+ leads and increased brand visibility by 45% through strategic social media marketing campaigns on Facebook, Twitter, and LinkedIn.
- Elevated engagement and understanding with immersive 3D business profiles on Google Mapping Virtual Tour, showcasing client metrics and performance.

UI Designer

1neclick Online-India

March 2016 to April 2018

- Created visually appealing e-commerce website and mobile app mockups, expanding online presence by 20% and enhancing brand identity.
- Maximized user engagement by 30% through captivating landing pages, wireframes, social media graphics, and impactful email campaigns.
- Formulated contemporary branding for firms, positioning them as market leaders with modern, SaaS driven marketing strategies.

Education

Post Graduate Diploma in Web and Mobile App Design

Langara College - Vancouver, BC

January 2022 to April 2023

Bachelor's in Multimedia

Punjab Technical University - Punjab

October 2010 to November 2013