

JASMEEN VERMA

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UI/UX DESIGNER | GRAPHIC DESIGNER

Creative and user-focused designer with 7+ years of experience in UI/UX and graphic design. Known for transforming ideas into impactful digital and print experiences that are intuitive, brand-aligned, and results-driven. Adept in collaborative environments with a passion for solving problems through thoughtful design, pixel-perfect visuals, and data-backed decisions.

KEY SKILLS

- UI/UX Design | Web & Mobile App Design
- Wireframing, Prototyping, and User Flows
- Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Branding, Visual Identity, and Marketing Collateral
- Social Media & Digital Campaign Design
- UX Research, Personas, User Testing
- Typography, Color Theory, Layout Design
- Responsive Web & Mobile Design
- Presentation Decks, Pitch Proposals, Infographics

PROJECTS

Tekk – Native Mobile App | Vancouver | Jan 2023 – Apr 2023

Project Link: <https://jvrajpoot.com/tekk>

- Led end-to-end UI/UX design for a tradesperson-client matching app, from ideation to high-fidelity prototypes.
- Conducted competitor analysis and user research to define pain points, resulting in a streamlined onboarding flow with a 20% reduction in drop-off rates.
- Designed a cohesive visual identity, including icons, illustrations, and micro-interactions to enhance usability and brand recognition.
- Collaborated with developers to implement responsive designs, ensuring pixel-perfect execution across iOS and Android platforms.
- Facilitated usability testing sessions with 15+ users, iterating on feedback to refine navigation and task completion flows.
- Created a scalable design system in Figma, including reusable components, typography scales, and color palettes for future updates.

Yoke – Web & Mobile App | Vancouver | Sep 2022 – Dec 2022

Project Link: <https://jvrajpoot.com/yoke>

- Redesigned the aviation school management platform's UI, improving information hierarchy and reducing cognitive load for users.
- Developed wireframes and interactive prototypes for key workflows (e.g., document approval, scheduling), reducing admin task time by 30%.
- Standardized brand assets (logos, buttons, forms) across web and mobile, ensuring consistency for 10,000+ users.
- Partnered with QA teams to validate UX outcomes, addressing edge cases and accessibility requirements.
- Delivered detailed design documentation, including user flows, style guides, and developer handoff specs.

PROFESSIONAL EXPERIENCE

My Virtual Teams | India | Jul 2020 – Dec 2021

UI/UX Designer

- Spearheaded UX research initiatives, including surveys and interviews, to create 8+ user personas and journey maps for SaaS and e-commerce clients.
- Designed high-fidelity wireframes and prototypes for 15+ web and mobile apps, improving user engagement metrics by 35% through iterative testing.
- Revamped client landing pages and dashboards, optimizing UI elements (CTAs, forms) to increase conversion rates by 22%.
- Produced 50+ marketing assets (social media creatives, infographics, email templates) aligned with brand guidelines, boosting campaign performance.
- Collaborated with content and development teams to ensure seamless integration of design solutions, reducing rework by 40%.
- Led A/B testing for UI components (e.g., button styles, layouts), resulting in data-driven design decisions that enhanced usability.

3sixtystreet TechnoSoft | India | Apr 2018 – Jun 2020

UI Designer

- Designed responsive UIs for 10+ CRM and enterprise applications, improving task efficiency for internal teams and end-users.
- Created wireframes and mockups for client websites, increasing average session duration by 25% through intuitive navigation.
- Developed a library of 100+ reusable design components (icons, cards, modals), accelerating project delivery by 20%.
- Produced digital ad graphics and social media templates, contributing to a 30% rise in engagement for client campaigns.

- Worked closely with front-end developers to ensure design fidelity, providing annotated specs and style guides.

1neclick Online | India | Mar 2016 – Apr 2018

UI Designer

- Designed mobile-first interfaces for 5+ client apps, focusing on usability and accessibility best practices.
- Built branding packages (logos, style guides) and social media kits, strengthening visual identity for 8+ SMEs.
- Managed an asset library and conducted A/B tests on landing pages, leading to a 15% improvement in click-through rates.
- Produced print and digital collateral (newsletters, catalogs), ensuring consistency across marketing channels.

SOFT SKILLS

- **Creative Problem-Solving** – Delivers unique and intuitive design solutions grounded in user empathy and strategic thinking.
- **Collaboration & Teamwork** – Thrives in cross-functional teams and communicates design goals clearly and effectively.
- **Detail-Oriented Execution** – Meticulous about typography, spacing, and consistency across platforms and formats.
- **Adaptability & Agility** – Quickly adjusts to shifting project priorities, feedback, and evolving digital trends.
- **Time Management** – Organizes and prioritizes tasks to ensure the timely delivery of high-quality results.
- **Accountability & Ownership** – Takes initiative and pride in delivering solutions that drive business value and user satisfaction.

TOOLS & PLATFORMS

Figma | Adobe XD | Photoshop | Illustrator | InDesign | Sketch | Canva | Balsamiq | Miro | Google Workspace | MS Office | HTML5 | CSS3

EDUCATION

Post Graduate Diploma in Web and Mobile App Design

Langara College, Vancouver | Jan 2022 – Apr 2023

Bachelor of Multimedia Technology

Punjab Technical University, India | Oct 2010 – Nov 2013