Gurpreet Kaur
Senior UI/UX Designer | Websites, Mobile Apps, SaaS & eCommerce
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PROFESSIONAL SUMMARY

Senior UI/UX Designer with 9+ years of experience leading design for websites and mobile apps, from research and wireframes to final UI and developer handoff. Lead designer on 10+ live products across eCommerce, B2B marketplaces, SaaS, and outdoor advertising. Skilled in design systems and responsive, mobile-first design, working closely with developers and product teams in agile sprints. Also mentors junior designers, creates branding and pitch decks, and uses AI tools to speed up research and asset creation.

CORE SKILLS

Design: UI/UX Design, Data Visualization, Dashboard Design, Design Systems, Responsive & Mobile-First Design
Tools: Figma, Adobe XD, Photoshop, Illustrator, Adobe Express, Adobe Firefly, Canva and Keynote
AI Tools: ChatGPT, Claude, Gemini, Stitch, Meta— used for ideation, UX copywriting, and asset generation
Process: User Research, Wireframing, Prototyping, User Flows, Developer Handoff

PROFESSIONAL EXPERIENCE

Senior UI/UX & Graphic Designer — Hashbrown Systems Pvt. Ltd. *Feb 2017 – Present*
- Lead designer for 10+ web and mobile products, owning design from concept through developer handoff.
- Created dashboards and analytics visualizations that improved task completion by ~30%.
- Optimized eCommerce flows, raising conversion rates by ~15–20%.
- Built reusable component libraries to ensure design consistency across products.
- Collaborated with developers and product teams through agile sprints.
- Created brand identities, logos, marketing assets, social media creatives, investor pitch decks
- and business presentations for product launches and client engagement.
- Mentored junior designers and introduced structured design review workflows.

FEATURED PROJECTS

OOH Audit Platform — Mobile App + Dashboard
Designed a real-time campaign tracking platform to improve data visibility and field-team workflows.
Live: oohaudit.com · Moshpit (Field App) · Brand Manager (Dashboard)
Case Study: https://www.behance.net/gallery/251451983/OOH-Audit-Tamper-Proof-Field-Verification-Ecosystem

Eikaebana
E-commerce app for artificial flowers and home décor.
Live: shop.eikaebana.com · App Store · Play Store

Machine Dalal — B2B Machinery Marketplace
Designed a B2B marketplace connecting machinery buyers, sellers, and financing partners — enabling discovery, deal-making, and logistics for industrial equipment trade.
Live: machinedalal.com · App Store

Election Data Visualization
Designed a data-driven editorial project turning national election data into structured, easy-to-read visuals.
Live: meradesh.org
Case Study: https://www.behance.net/gallery/246130093/Election-Data-Visualization-A-Visual-Atlas

SmartToonKids (Instagram) — AI-Generated Video Content
Conceptualized, scripted, and produced AI-generated educational video content for SmartToonKids end-to-end — driving 45K+ views and 100K+ likes across the channel.
Live: instagram.com/smarttoonkids

Additional Shipped Products (Hashbrown Systems)
purchasing.ai — B2B purchase order & vendor management with ML demand forecasting. · App Store
Retibazaar — Cross-platform dashboards for outdoor advertising and retail performance tracking.
Live: App store
Meradesh.org — Open data visualization platform with interactive maps, and analytics for data-driven insights.
Live: App Store

EDUCATION

B.Tech, Computer Science (2011–2014)
Diploma, Computer Science (2008–2011)

PORTFOLIO

behance.net/gallery/233576423/Portfolio
in.pinterest.com/designedbykaur

Open to Remote / Hybrid / Full-Time UI/UX Role