

# Jasveer Kaur

## Senior UI/UX & Product Designer | Design Lead

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US Citizen – Available Immediately

### PROFESSIONAL SUMMARY

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Senior Product Designer and UX Leader with **10+ years of experience** delivering scalable, human-centered digital products across web, mobile, tablet, and enterprise platforms. Deep expertise in **UX strategy, interaction design, product thinking, and design systems** for complex B2B, B2C, SaaS, FinTech, Healthcare, and Retail verticals. Proven ability to translate ambiguous business requirements and technical constraints into intuitive, high-impact user experiences that drive adoption, conversion, and operational efficiency. Experienced design leader with a track record of mentoring teams of **5–10 designers** and embedding human-centered design practices across Agile organizations. Strong command of enterprise CRM, ERP, data-heavy dashboards, multi-sided marketplace platforms, and WCAG 2.1 accessibility compliance.

### CORE COMPETENCIES

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- UX Strategy & Product Thinking
- Human-Centered Design (HCD)
- Design Systems & Component Libraries
- Interaction Design & Prototyping
- Information Architecture (IA)
- Agile UX & Lean UX Methodology
- User Research & Usability Testing
- Enterprise UX (CRM / ERP / SaaS)
- Data-Driven Design & UX Metrics
- Wireframing & High-Fidelity Mockups
- Accessibility (WCAG 2.1 / Section 508)
- A/B Testing & Conversion Optimization
- Cross-Functional Collaboration
- Design Leadership & Mentorship
- Service Design & Journey Mapping
- Product Discovery & Roadmap Planning
- Marketplace & Platform Design
- Dashboard & Data Visualization UX

### PROFESSIONAL EXPERIENCE

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#### Lowe's

Lead Product Designer

Apr 2025 – Present  
New Jersey, USA

- Defined and led end-to-end **UX strategy** for enterprise-scale CRM and internal digital products, partnering with C-suite stakeholders to establish product vision, KPIs, and measurable success metrics.
- Redesigned enterprise onboarding and core task workflows, driving a **40% improvement in task completion rates** and significantly reducing onboarding time across large-scale operations teams.
- Architected complex multi-role permission systems, dynamic pricing rule engines, negotiation workflows, and multi-step fulfillment logic spanning B2B contractor and retail surfaces.
- Produced end-to-end UX deliverables — user journey maps, low- and high-fidelity wireframes, interactive prototypes, and production-ready UI specifications — entirely within **Figma**.
- Established a scalable **enterprise design system** with WCAG 2.1-compliant component libraries across web and mobile, reducing design-to-development cycle time by **30%**.
- Partnered with engineering leads on API integration patterns, JSON-driven UI state management, and design handoff documentation, cutting implementation errors by **25%**.
- Embedded **human-centered design** and **data-driven design** practices into Agile/Scrum ceremonies including sprint planning, backlog grooming, design reviews, and retrospectives.
- Identified UX risks and usability gaps through heuristic evaluations and moderated user testing sessions, delivering design solutions that measurably improved product quality and adoption.
- Mentored junior and mid-level designers through structured design critiques, documentation standards, and best-practice workshops, raising overall team design maturity.

#### Key Projects:

- **Lowe's Pro Marketplace Platform:** Led full-cycle UX and UI design for a large-scale **B2B marketplace** enabling bulk product discovery, negotiated pricing, bidding workflows, order placement, real-time delivery tracking, and contractor-specific personalized experiences across desktop and mobile.
- **Lowe's Pro Partner App:** Designed a contractor enablement platform from **concept to MVP**, covering registration flows, project lifecycle management, location-based fulfillment discovery, partner routing logic, loyalty programs, and rewards integration.

#### Sheraden Lighting

Senior Product Designer

Mar 2023 – Mar 2025  
New York, NY

- Spearheaded UX design for a suite of **enterprise internal platforms** including ERP, CRM, product management, employee management, attendance tracking, and retail workforce scheduling applications.
- Translated complex multi-department workflows across sales, inventory, logistics, and customer service into streamlined digital

solutions, reducing manual process time by **35%**.

- Defined UX strategy, product scope, and success metrics aligned with operational efficiency goals, presenting design decisions directly to executive leadership.
- **Managed and mentored a team of 5 UX designers**, conducting weekly design critiques, establishing documentation standards, and maintaining consistent quality across all product lines.
- Increased enterprise system adoption by simplifying high-complexity workflows and eliminating redundant process steps identified through structured **usability testing**.

### Bank of America

Senior Product Designer

Jan 2023 – Mar 2023

New York, NY

- Designed secure **enterprise trading platforms** processing real-time financial data for over **100,000 users**, applying rigorous interaction design and information architecture principles.
- Applied **WCAG 2.1 accessibility standards** and mobile-first design principles across all surfaces, ensuring full regulatory compliance and inclusive user experiences.
- Delivered a **22% reduction in customer support requests** through targeted usability testing, heuristic evaluations, and iterative A/B testing on high-traffic user flows.

### EHE Health

Senior Product Designer

May 2021 – Oct 2022

New York, NY

- Led end-to-end redesign of patient-facing digital health platforms, improving **Net Promoter Score (NPS) by 25%** through user research-driven design and streamlined patient journeys.
- Conducted multi-method UX research — contextual interviews, moderated usability tests, and diary studies — with healthcare providers and patients to surface high-impact design opportunities.
- Architected HIPAA-compliant UX patterns and data presentation frameworks across all digital touchpoints, balancing regulatory alignment with a seamless, accessible user experience.

### Bank of America

Product Designer

Jul 2019 – Jan 2021

Jersey City, NJ

- Designed **financial dashboards and investment management tools** for retail and institutional banking customers, applying data visualization best practices to present complex financial data with clarity.
- Increased customer retention by **12%** through improved usability, streamlined navigation flows, and enhanced data visualization in investment portfolio management tools.
- Collaborated with product managers and engineers in an Agile environment to iterate rapidly on high-fidelity prototypes informed by analytics and user feedback.

### Star Electric

Product Designer

Nov 2017 – Apr 2019

New York, NY

- Led UX design for **AI, robotics, and IoT control platforms** serving over **37,000 users**, designing complex multi-device management interfaces with real-time operational data streams.
- Reduced user error rates by **22%** through iterative usability testing, error-state redesigns, and task-flow simplification on mission-critical operator interfaces.

### GRIPS

UI/UX Designer

Apr 2014 – Aug 2017

Punjab, India

- Managed a **design team of 10+ designers** delivering enterprise and consumer UX solutions across web and mobile, establishing team workflows and quality standards.
- Built scalable **Figma-based design systems** with responsive component libraries, reducing design production time by **40%** and ensuring cross-platform visual consistency.
- Delivered end-to-end UX across multiple concurrent product lines, managing stakeholder relationships and aligning design output with measurable business objectives.

## TOOLS & TECHNOLOGIES

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<b>Design &amp; Prototyping</b>	Figma, Adobe XD, Sketch, Axure RP, Balsamiq, InVision, Principle, ProtoPie
<b>Research &amp; Testing</b>	UserTesting, Maze, Lookback, Hotjar, FullStory, Optimal Workshop, Dovetail, Mixpanel
<b>Diagramming</b>	Miro, Mural, FigJam, Lucidchart
<b>Analytics</b>	Google Analytics, Amplitude, FullStory
<b>Collaboration</b>	Jira, Confluence, Notion, Zeplin, Abstract, Slack
<b>Accessibility</b>	WCAG 2.1, Section 508, ARIA Standards

## **EDUCATION**

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<b>Master of Design (MDes)</b>	Lovely Professional University, India
<b>Bachelor of Design (BDes)</b>	Punjab University, Chandigarh, India
<b>Diploma in Web Design</b>	Modern Institute of Technology, India

## **CERTIFICATIONS & PROFESSIONAL DEVELOPMENT**

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- **Google UX Design Professional Certificate** — Google / Coursera
- **Human-Centered Design** — IDEO U
- **Interaction Design Specialization** — UC San Diego / Coursera
- **Agile Product Management & Scrum** — Scrum Alliance / PMI