Jasveer Kaur

Valley Stream, NY 11580

📞 347-620-5375 ✉ veerjaskaur1@gmail.com 🌐 designerjasveer.com **Bē** Behance

US Citizen — Available Immediately

Professional Summary
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Senior UI/UX & Product Designer with **10+ years** of experience designing scalable, user-centered digital products across **web, mobile, tablet, and enterprise platforms**. Expert in **CRM systems, data-heavy dashboards, and complex marketplace ecosystems (B2B, B2C, C2C, D2C, B2B2C, P2P, Service & Hybrid)**. Strong background in **UX strategy, accessibility (WCAG 2.1), usability testing, design systems, and Agile delivery**. Proven ability to translate business and technical requirements into intuitive, high-impact user experiences that drive adoption, revenue, and operational efficiency.

Core Skills & Keywords
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- UX Research & Strategy: User Research, Stakeholder Interviews, Personas, Journey Mapping, Competitive Analysis, Data-Driven Design

- UI/UX Design: Interaction Design, Information Architecture, Wireframing, Prototyping, Design Systems, Responsive Design

- Product Design: End-to-End Product Lifecycle, MVP to Scale, Enterprise UX, SaaS, Marketplace Platforms

- Testing & Optimization: Usability Testing, A/B Testing, Accessibility Audits, User Feedback Loops

- Accessibility & Compliance: WCAG 2.1, ADA, Inclusive Design, Section 508

- Agile & Collaboration: Agile, Scrum, Lean UX, Cross-Functional Teams, Design Sprints

- Tools: Figma, Sketch, Adobe XD, Axure RP, Balsamiq, Miro, Mural, InVision, UserTesting

Professional Experience
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UI/UX Product Designer   Apr 2025 – Present
Lowe's   *New Jersey, USA*

- Led requirements gathering with business stakeholders, analysts, and leadership to define UX strategy, scope, KPIs, and success metrics.
- Designed and optimized enterprise CRM platforms and large-scale digital products, improving onboarding efficiency by **40%**.
- Translated complex business and technical requirements into user flows, wireframes, interactive prototypes, and high-fidelity UI using Figma.
- Executed user-centered design practices within Agile/Scrum teams, participating in sprint planning, reviews, and retrospectives.

- Ensured accessibility compliance (WCAG) and design system governance across web and mobile platforms.
- Collaborated closely with engineering teams to ensure accurate API/JSON data flows and seamless design-to-development handoff.

Senior Product Designer   Mar 2023 – Mar 2025

Sheraden Lighting   *New York, NY*

- Delivered **150+ UX/UI solutions** across healthcare, fintech, retail, airline, and real estate domains.
- Owned end-to-end UX design including research, ideation, wireframing, prototyping, and visual design.
- Conducted usability testing and user interviews to create intuitive, data-driven user experiences.
- Built scalable enterprise design systems, ensuring consistency, accessibility, and faster development cycles.
- Increased user satisfaction by **25%** through Human-Centered Design and Design Thinking practices.

KEY PROJECT

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PropertyZilla – Canada Real Estate Platform (Zillow-like)

Role: Senior Product / UX Designer — Partner: Webskitters Technology Solutions Pvt. Ltd.

- Designed a full-scale real estate ecosystem for property buy, sell, and rent across web, mobile, and CRM dashboards.
- Led UX for map-based discovery, advanced filtering, agent workflows, lead management, and analytics.
- Delivered a scalable, data-driven platform aligned with North American real estate UX standards.

EARLIER EXPERIENCE

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Senior Product Designer   Jan 2023 – Mar 2023

Bank of America   *New York, NY*

- Designed secure, enterprise trading platforms handling real-time financial data for 100K+ users.
- Applied WCAG 2.1 accessibility standards and mobile-first design principles.
- Improved conversion and reduced support requests by **22%** through A/B testing.

Product Designer   Jul 2019 – Jan 2021

Bank of America   *Jersey City, NJ*

- Designed financial dashboards and investment tools, increasing customer retention by **12%**.
- Collaborated with cross-functional teams on secure authentication and data visualization solutions.

Product Designer   Nov 2017 – Apr 2018

Star Electric   *New York, NY*

- Led UX for AI, robotics, and IoT platforms serving **37K+ users**.
- Reduced user error rates by **22%** through usability testing and iterative design.
- Mentored junior designers and established scalable design systems.

UI/UX Designer   Apr 2014 – Aug 2017
GRIPS   *Punjab, India*
- Managed a 10+ member design team delivering enterprise and consumer UX solutions.
- Built Figma-based design systems with auto-layout, responsive components, and micro-animations.

EDUCATION

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- Master of Business Administration (MBA) — Lovely Professional University
- Diploma in Web Design — Modern Institute of Technology
- Bachelor of Design — Punjab University, Chandigarh