

Simran Kaur

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Product Designer & UX Researcher

Experience

Design Graduate Assistant

Pratt Foundation | 08. 2024—Present

- Developed comprehensive design systems and accessibility guidelines
- Implemented user-centered design solutions
- Built a Figma plugin to ensure consistency across departmental materials
- Provided UX consultation for accessibility improvements

User Experience Consultant

One Degree Impact | Leading grant writing firm | 10. 2024—12.2024

- Led UX research initiative with 12 industry professionals, uncovering critical issues in grant service presentation that increased user comprehension by 84%
- Transformed complex grant service offerings through iterative design
- Developed data-driven pricing strategy recommendations based on user feedback, aligning business goals with ethical industry standards
- Created enhanced trust-building elements for digital presence, strategically positioning credibility indicators that improved user confidence

Lead Designer & Creative Director

Neki aur Pooch Pooch | A dog toy startup | 02. 2024—08.2024

- Led comprehensive UX design process from research through implementation
- Conducted user interviews and usability testing to inform design decisions
- Managed cross-functional teams, establishing brand identity and design system
- Ensured consistent cross-platform UX based on qualitative user feedback

Communication Designer

Lopez Design | Indian award-winning design studio | 03. 2023—06.2024

- Spearheaded brand identity design for multiple projects
- Established scalable design systems and component libraries for major clients
- Led a team of three designers, implementing design thinking principles
- Designed responsive websites, ensuring seamless user experience across devices
- Created user journey maps to align business goals with user needs
- Developed comprehensive brand experiences complete with guidelines, systematic documentation and usage principles

Design Intern

Qomix | World's first nonfiction comics app | 05. 2022—09.2022

- Designed UI architecture for storytelling-based narrative news articles, improving readability and user engagement
- Created responsive design systems for consistent user experience. Worked on ensuring accessibility and scalability for efficient deployment across teams.

Design Consultant

CCG, National Law University, India | 11. 2021—08.2024

- Transformed complex legal content into user-friendly publications (Created comprehensive visual language systems including custom illustrations, layouts, and typography. Designing solutions across print and digital platforms)
- Managed print production process, coordinating with vendors to ensure quality

Programs

Samsung Research Institute, Bangalore

PRISM Program | 10. 2022—01.2023

- Conducted user research to understand Generation Alpha's interaction preferences
- Developed user personas and journey maps for avatar-based experiences
- Created wireframes and prototypes
- Presented research findings and design recommendations

Amazon Music Challenge Winner

Winning Team in the "Pitch Perfect" Category | 02. 2025—03.2025

- Developed BeatDrop, a social music feature combining human curation with AI-powered mixing
- Presented winning pitch to Amazon Music stakeholders, articulating business impact and user benefits

Education

Pratt Institute

MS Information Experience Design | 2024 - 2026

- Pioneering graduate degree—a blend of the information science (IS), human-computer interaction (HCI), and user experience (UX) disciplines.
- Focus on UX research, human-centered design, prototyping, user testing, and speculative design.

National Institute of Design, India

Bachelor of Design Communication Design | 2019 - 2023

- Graduated top 3 of the batch
- Focus on Graphic Design, Branding, Publication Design, Animation, User Experience Design, and Design Systems.

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · Design Systems · Style Guides · Accessibility Guidelines

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software

Figma · Adobe XD · Illustrator · InDesign · After Effects · Photoshop · Figma · Premiere Pro · Cinema 4D · Blender · Processing · P5.js · HTML · CSS · Javascript · Arduino (working knowledge) · Adobe Audition · HTML · CSS · JQuery (working knowledge) · Python (working knowledge)

Visual Design

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design · Stylesheets and Guidelines

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · Design Thinking · Agile Methodologies · Project Management

Awards, Certificates and Achievements

IBM Z Xplore — Concepts | 2025

IBM SkillsBuild — Ethical Considerations for GenAI | 2025

IBM SkillsBuild — Build Your First Chatbot | 2025

Scholarship for winning the Amazon Music Challenge | 2025

Student Leadership Award Nominee | 2025

Pratt Merit Scholarship | 2024

Top Performer, Samsung PRISM Program | 2023

Represented NID at the VDC in Lucerne, Switzerland | 2022

Co-founded DeJiner Log and procured govt. funding || 2021

Co-founded Pulao, an NID student Zine | 2021