Simran Kaur

simrankaur122333@gmail.com | portfolio | Linkedin | 551-371-2490 | New York City *Product Designer & UX Researcher*

Experience

Digital Product Design Fellow
Museum of Modern Art (MoMA) | 08.2025—Present

- Redesigning search and discovery for 2M+ monthly visitors across MoMA's 200,000+ artwork collection, transforming basic keyword retrieval into AI-powered, narrative-driven exploration experiences
- Implementing semantic search improvements to help non-expert users navigate complex collections, applying user-centered design methods to make advanced technology intuitive and accessible
- Designing for how users naturally think about and discover content, rather than forcing them to adapt to system constraints—creating experiences that feel magical while handling technical complexity behind the scenes

Research Operations Coordinator
Pratt DX Center | 05.2025—09.2025

- Expanded ResearchOps program with systems for research documentation and knowledge management.
- Conducted literature reviews on emerging UX practices to guide research.
- Coordinated client outreach, student engagement, and workshop/event planning.

Communication Designer and UX Researcher
Lopez Design | Indian award-winning design studio | 03. 2023—06.2024

- Built comprehensive visual design systems and style guides for multiple clients, establishing scalable frameworks for typography, color, iconography, and component libraries
- Created motion graphics and animations using Adobe After Effects and Premiere Pro for Synapse Conference
- Developed brand voice guidelines and visual content standards ensuring cohesive aesthetic across digital products and marketing materials
- Collaborated with cross-functional teams to align visual strategy with business goals and user needs, presenting design rationale to stakeholders

Freelance Visual Communication Designer
01. 2020—03.2023

Key Projects

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

Amazon Music Challenge Winner
Winning Team in the "Pitch Perfect" Category | 02. 2025—03.2025

- Designed AI-powered music mixing feature that puts professional DJ capabilities in users' hands through simple, intuitive interactions
- Created collaborative playlist experiences and real-time social features, balancing powerful functionality with ease of use for mainstream consumers
- Recognized by Amazon for innovation in making complex audio technology accessible and engaging

Through – AI Art Exploration Tool | MoMA

- Designed elegant visual framework for AI-powered thematic discovery across 470,000+ artworks, creating sophisticated interface balancing visual density with clean navigation patterns
- Utilized Claude API and vibe coding workflow to rapidly prototype visual interactions, conducting iterative user testing to refine typographic hierarchy and spatial relationships

Education

Pratt Institute
MS Information Experience Design | 2024 - May 2026 (expected)

- 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 rank 2 of the batch (60)
- Focus on Graphic Design, Branding, Publication Design, Animation, User Experience Design, and Design Systems.

Skills

Design
UX · Interaction Design · UI · Prototyping · Visual Design · Wireframing · Design Systems · Accessibility

Research
User Interviews · Usability Testing · Information Architecture · Journey Mapping · A/B Testing · Participatory Design · Applied Statistics

AI & Code
Claude API · LLM integration · Rapid Prototyping · Prompt engineering · Generative UI · HTML/CSS/JS · P5.js · Python (working knowledge)

Software
Figma · Adobe CC (Illustrator, After Effects, Photoshop, InDesign, Premiere Pro) · Blender · Cinema 4D · Arduino

Awards, Certificates and Achievements

Digital Product Design Fellow at the MoMA | 2025-2026

1st place, Open Civic Tech: Dataviz Design Challenge | 2025

Pratt GSEF grant awardee | 2025

School Prize Winner (Carnegie Mellon) Figma's FigBuild | 2025

IBM Z Xplore — Concepts | 2025

IBM SkillsBuild — Ethical Considerations for GenAI | 2025

IBM SkillsBuild — Build Your First Chatbot | 2025

3rd place in the Partiful UX-athon hosted at Pratt | 2025

Scholarship for winning the Amazon Music Challenge | 2025

Pratt Merit Scholarship | 2024

Top Performer, Samsung PRISM Program | 2023

Represented NID at the VDC in Lucerne, Switzerland | 2022