Ratinder Kaur

Product Designer | UI/UX Specialist

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SUMMARY

Product Designer with experience creating accessible, responsive digital products for both small businesses and e-commerce platforms. Skilled in user research, prototyping, and design systems, with a proven ability to simplify complex workflows into intuitive experiences. Strong visual design and motion background helps me craft interfaces that not only function seamlessly but also engage users.

EXPERIENCE

Nail Venom | Freelance UI/UX Designer | Brampton, ON
- Partnered with a local nail artist to create a booking-enabled portfolio site, expanding her digital reach.
- Conducted competitor research and mapped user flows to optimize scheduling.
- Designed and delivered responsive prototypes that reflected the client's bold, creative brand.
- Supported the client in attracting new customers and simplifying appointment booking.

Clarity Financial | Freelance UI/UX Designer | Brampton, ON
- Collaborated with a financial advisory firm to redesign their website, strengthening digital presence and client trust.
- Conducted a UX audit and proposed streamlined navigation to improve service discoverability.
- Designed responsive, WCAG-compliant wireframes and high-fidelity prototypes in Figma.
- Delivered a professional interface that aligned with the brand's identity and supported client acquisition.

PROJECTS

Hue & You – UI/UX Case Study
Next-generation e-commerce platform for cruelty-free cosmetics
- Conducted user research (surveys & interviews) to identify pain points and validate features such as AR try-on, shade-matching, and personalized product recommendations.
- Developed a comprehensive UI/UX design system with consistent components, tokens, and style variables.
- Designed high-fidelity mockups and interactive prototypes in Figma for landing pages, shade-matching screens, and checkout flows.
- Applied the 8-point grid system for visually balanced, user-friendly interfaces.

EDUCATION

BA Journalism & Mass Communication	*Lovely Professional University, India*
M Sc Animation &Multimedia Technology	*Chandigarh University, India*
Media Foundation	*Conestoga College, CA*
Interactive Media Management	*Conestoga College, CA*

TECHNICAL SKILLS

Design & Prototyping	Figma, Adobe XD, Fig Jam
User Experience	User Research, Usability Testing, Wireframing, Information Architecture, Interaction Design, Accessibility (WCAG)
UI Systems	Design Systems, Style Guides, Responsive Web & Mobile Design
Visual Tools	Adobe Photoshop, Illustrator, Canva
Motion & Micro-interactions	Adobe After Effects (UI animations & transitions)
Web & Data	HTML, CSS