

Manmit Dhindsa

User Experience Designer

I've crafted thoughtful designs for over three years prioritizing simplicity and usability. From brainstorming and prototyping to final delivery, I focus on creating seamless experiences that meet both user needs and business goals.

Experience

Lead User Experience Designer — Fabcycle (Sewjo app)

July 2024 — Present (Vancouver, B.C - Remote)

- **End-to-End Design Process:** Developed user flows, wireframes, and high-fidelity prototypes for iOS and web applications, ensuring intuitive navigation and cohesive brand experience across platforms.
- **Agile Collaboration:** Worked with product managers, developers, and marketing in an agile environment, iterating based on feedback.
- **Design System & Branding:** Established a cohesive design system and brand guidelines, ensuring visual consistency across touchpoints.
- **Logo & Brand Design:** Designed Fabcycle's logo and led brand visual direction, reinforcing brand identity.
- **Cross-functional partnership:** Collaborated with CEOs and executives to align design with evolving business objectives.
- **Developer Collaboration:** Partnered with development teams to deliver detailed handoffs, specifications, and ongoing guidance, ensuring design integrity and smooth implementation.

User Experience Designer — Building Blocks

January 2021 — July 2024 (Remote)

- **Product Design:** Led the end-to-end design, achieving a 25% boost in conversion rates and 34% improvement in onboarding.
- **Usability Testing:** Increased user satisfaction by 28% and reduced sign-up abandonment by 15%.
- **Design System Development:** Created a design system for smoother development handoffs and consistent design.
- **Accessibility Compliance:** Ensured WCAG and AODA compliance, providing inclusive user experiences.

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SKILL SET

Design: UX/UI, wireframing, prototyping, user flows, interaction design

Research: User interviews, usability testing, personas, journey mapping

Accessibility: WCAG, AODA standards

Collaboration: Agile methodologies, cross-functional teamwork

EDUCATION

Georgia Institute of Technology - **Certificate: User Experience Design**

York University - **B.A. Law & Society** - Dean's Sessional Academic Achievement List

TOOLS

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Maze

Jira

CMS

HTML5/CSS

Web Designer — Oakley Home Staging

October 2022 — June 2024 (Contract - Toronto)

- **Website Redesign:** Led a comprehensive redesign of the Oakley Home Staging website, significantly enhancing user experience and visual appeal.
- **Responsive Design:** Developed a responsive website that resulted in a **30% increase in mobile traffic** and a **45% improvement in user satisfaction** metrics.
- **SEO Optimization:** Implemented improved SEO strategies, driving a **35% rise in organic search traffic** and bolstering overall online visibility.
- **Brand Style Guide Development:** Created a detailed brand style guide to maintain visual consistency across all digital platforms and marketing materials.

Leadership & Community Involvement

Guest Speaker, UX Design — George Brown College

Invited by faculty to speak with students about UX design fundamentals and strategies

- Led an interactive session demystifying UX design, covering essential concepts, real-world applications, and design strategies.
- Fostered an interactive environment, encouraging students to ask questions and participate in discussions, which enhanced their understanding of the field.
- Recognized by students for providing valuable insights into the UX field and praised for an engaging, accessible teaching style.