SATBIR SINGH ⑤

User Experience & Product Designer

satbirarora@icloud.com

+1 (825) 288-4426

in https://www.linkedin.com/in/satbirarora/

👤 **Professional Summary**

Canada———*based* Product Designer

With years of experience, I possess expertise in addressing complex UX and design challenges for organizations of various sizes, including enterprises, fintech, telecom, edtech, robotics, and eCommerce sectors. My projects span from creating a unified design language focused on cutting-edge practices to providing UX coaching and enhancing processes and operations within organizations.

I am a creative tactician and strategist committed to creating Design Systems and scalable workflows, offering designers with robust techniques and tools, and establishing measurements for UX. My strength resides in crafting systems for digital products, focusing on systems thinking, component architecture, pattern curation, and reusable asset distribution.

Skills

— UI & Interaction Design	— Information Architecture	— **UX & Product Design** ❤️
— User Research	— Figma, Sketch, Miro & Axure	— Design for Accessibility (WCAG)
— Agile Framework	— **Design System (Design Tokens & Storybook)** 🚀	

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Employment History

Lead - User Experience at
KPMG
Contract Position

Apr 2023 - Present

- Developing a design system framework for KPMG's global website, which includes 40+ (countries) associated businesses.
- Redesign KPMG's global web presence, ensuring component layouts integrate seamlessly with AEM (Adobe Experience Manager) and remain scalable for numerous member organizations, providing multilingual support and accessibility for diverse user needs.

Technical Lead - User Experience at
Ameriprise Financial

Oct 2021 - Mar 2023

- Lead the Ameriprise advisor-focused design system work, supporting over 80+ applications, and establish a roadmap for it.
- Headed DesignOps, supervising design advisory sessions and collaborative UX workshops 🚀
- Partnered with executives to incorporate Figma into the team.
- Evaluated prototypes and design structures with users to validate their efficiency or identify enhancement possibilities.

Lead UX Consultant at
Magic EdTech

Aug 2019 - Oct 2021

- Collaborate with a core UX group, guide new members, and foster a highly collaborative unit of UX/UI creators to assist in crafting modern interfaces.
- Collaborated with Subject Matter Experts (SMEs) to identify the learning needs of the target audience.
- Work closely with pre-sales to create POCs that support their efforts to secure new projects and assignments.

Technical Lead - User Experience at
Neurosensum

Feb 2019 - Jun 2019

- Lead a team adept at conceptualizing, creating, and constructing digital product prototypes.
- Work closely with management to ensure that Brand and Products stay at the core of the consumer experience across all product divisions.

Module Lead - User Experience at
TELUS International (Xavient)

May 2016 - Feb 2019

- Organize the design team to function and excel within the COE, simultaneously supporting the UX team in improving their tools and delivery framework.
- Collect UX requirements from stakeholders and business owners, and create inventive solutions by conducting design workshops for the team to utilize industry-specific methods and strategies.

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cont.../ —— **Employment History**

Manager - User Experience at
Grey Orange Robotics
Sep 2014 - Oct 2015

- Guide the user experience and front-end development processes for GreyOrange Products, establish the groundwork and enhancement of the company's brand, support the business team with marketing materials and brand awareness.
- Perform user studies and collaborate closely with cross-functional groups, create user interfaces and innovative interactions for warehouse automation (Robotics) solutions.

Graphic Designer at
Cvent
Jun 2012 - Jul 2014

- Design modern and luxurious web interfaces, emphasizing user pathways, prototypes, and comprehensive final visuals, showcasing them to decision-makers for final consent.
- Train new hires on the enterprise's CMS design platform. Cooperate with the branding team to overhaul sales materials, presentations, and infographics for the organization's website and promotional services.

Web Designer at
Vinove
Sep 2010 - Mar 2012

- Provide extremely relevant online solutions across websites and mobile apps, user interfaces, eBay shops, and promotional tools for small to medium-sized enterprises worldwide.
- Craft branded, user-friendly online stores capable of selling and compatible with diverse web technologies like WordPress, Joomla, PHP, Magento, eBay, and more.
- Offer expert advice to Senior Management on internal design solutions, devising storyboards, and wireframes for new campaigns and various high-priority projects.

Education

B.S., Bachelor of Science —— Punjab Technical University, India
April 2007 - August 2010
Degree: Bachelor of Design & Media Technology

BlackBoxx —— Frameboxx Animation & Visual Effects, India
April 2008 - March 2011
Diploma: 3D modelling, animation and visual effects