



GUNEET BHALLA

Product Designer

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Experience

● ITX Corp.

Product Designer

Aug 2021 - Present

- Working on various projects for Paychex (client) by exercising scrum and agile methodology
- Prioritizing feature improvements and overall UX changes by performing a product design review
- Collaborating with all stakeholders & research team to find underlying user needs and discover product market fit

● Compared Rates

UX/UI Designer (Freelancing)

February - April 2021

- Executed the entire redesign process for the desktop and mobile website
- Established and maintained UI consistency by creating a design system
- Conducted user research, user interviews, and user testing to improve user experience and validate new designs

● Estatetial

UX/UI Design Intern

December 2020 - April 2021

- Created several user guides, and user flow designs to complete the full process of buying, selling, and renting homes
- Collaborated with engineers, product managers, other teams, and designers to ensure all requirements were met
- Solved usability issues discovered by the research team through user testing

Education

● BrainStation

User Experience Design

Apr 2020 - Jun 2020

● BrainStation

Data Analytics

Oct 2019 - Dec 2019

● University of Toronto

(Hon) BA - Digital Enterprise Management

Sep 2014 - Jun 2019

Skills

User Experience

User Interface

Visual Design

User Research

User Testing

User Interview

Prototyping

Wireframing

User Flows

Task Selection Flows

Design Systems

Sketching

Tools

Figma

Adobe Illustrator

InVision

Marvel App

Sketch

Adobe XD

Languages

CSS

HTML

SQL