

Simran Bedi

Experience Designer

An experienced creative professional seeking to excel within a challenging human-centred lead design position to provide result-driven solutions

Education

Foundations of UX Design + Design Process
2021 | Google Certificate

Advanced Digital and Professional Training
2020 | Ryerson University

Bachelor of Arts (Honours) - Sociology & Criminology
2015 - 2019 | University of Toronto (St. George)

Projects

TheraPort Health App | Prepr
March 2022 | Toronto, ON

Led a team of developers, designers and marketers to create a digital healthcare model that would improve patient access to paramedical services.

Osteorelieve Website | Osteorelieve
July - December 2021 | Toronto, ON

Designed an e-commerce desktop & mobile layout for the sale of health & wellness products.

Digital Book Exhibit | University of Toronto
May - June 2019 | Toronto, ON

Created a digital archive to preserve Charles Darwin's revolutionary work on the 'Origin of Species'.

Work Experience

UX/UI Designer | FemmeBright Health
April - September 2022 | Toronto, ON

- Researched, designed, & tested wireframes, mockups & prototypes
- Tested platform's interface by conducting user interviews to optimize prototype design
- Supported business growth by building a prototype through a Lean UX process to prepare its entry into the consumer market

UX + Social Media Intern | Dressed to Deliver
April - July 2022 | Toronto, ON

- Analyzed competitors & implemented insights to improve website functionality & enhance marketing strategy
- Assessed & optimized company's digital presence by studying site analytics, conducting website audits & integrating design feedback

UX/UI Designer | Freelance
July 2021 - February 2022 | Remote

- Supported development of small businesses through website traffic growth, social media marketing, content creation, UX design and strategy curation

UX/UI Designer | Digital Main Street
August 2020 - July 2021 | Toronto, ON

- Collaborated with a multi-disciplinary team of 6 experts to design, develop, test, and integrate enhanced graphics, concepts and user interfaces to transform digital presence of small businesses
- Educated stakeholders on their users in food, retail, hospitality, & professional sectors to facilitate digital adaptation