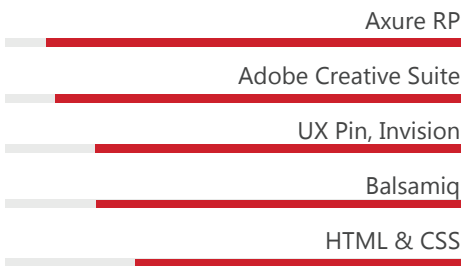




SUKHWINDER SINGH

UX / UI DESIGNER

SKILL SET



ABOUT ME

I'm a UX/UI Designer based in Vancouver, BC. with more than 5 years of experience building mobile applications and website design. I designed more than 50 mobile applications that are available on the app store. I think about big picture and start my process with research. I like to discover patterns of human behavior and prefer to start usability testing sooner rather than later. I love to listen people feedback and I base my design decisions on quantitative and qualitative data. Nevertheless, I love to create seamless experiences with great visuals that serve both user(s) and business needs. I am an optimistic person, creative problem solver, and a team player.

EXPERTISE



WORK EXPERIENCE

VibrantAppz, India

Lead UX/UI Designer (Oct 2012 to July 2015)

- Developed wireframes to receive sign off on the functionality from clients at initial stage of the project.
- Developed high fidelity prototype for user testing to resolve bugs at initial stage before project development.
- Developed UI design for mobile and web applications utilizing industry best standards.
- Follow app store guidelines while designing a UI for the mobile applications to get apple approval on first submission without any delay.
- Collaborated directly with clients, on creating deliverables, project workflow and delivering the final product on time.
- Monitor deadlines, reports to management and clients regularly.
- Supervise designer and developers to make sure they are following the project brief and on the right track.
- Developed motion video's for promotional product.

Smartappz, United Kingdom

UI Designer Consultant (June 2012 to Sept 2012)

- Wireframe and UI design development for iOS and Android apps.
- Developed games graphics for mobile and web.
- Developed hand drawn 2D animation whiteboard.
- Developed landing pages, websites and responsive layouts.
- Coordinate testing and release with QA team.

Libelle Media, India

Senior Graphic Designer (July 2011 to June 2012)

- Developed wireframes and clickable prototypes.
- Print media developments such as book layouts and illustration for childrens book.
- Developed graphics and animation effects for games.
- Reskin of the games in xcode.
- Developed pencil sketches for printing on t-shirt designs.
- Supervised the Junior Designer to ensure the project brief was executed.

AWARDS

45 hours Design Challenge 2016

Vancouver Film School - Winner

Buzzer Buster - An intelligent hockey stick that help players to record their performance. Created branding, website design and motion video.

Adobe Achievement Award 2016

Vancouver Film School - Semifinalist

Drive for impact - a soap box derby that builds community in the act of building the cars. Created 9 month engagement campaign, event execution, branding, website design, website prototype and motion video.

Best User Experience Award 2016

Vancouver Film School

Gather - is an intuitive meeting collaboration web and iPad app with a key feature of in meeting realtime whiteboard.



SUKHWINDER SINGH

UX / UI DESIGNER

LANGUAGE

English (Fluent) -
Punjabi (Native) -

INTERESTS

Playing cricket and ball badminton -
Reading UX/UI articles -
Playing action & racing games -
Listening music -
Watching action movies -

WORK EXPERIENCE

Identity Media Inc, India
Graphic Designer (June 2009 to March 2011)

- Developed Backdrops, leaflets, brochures, danglers, standees & print material for automobile client such as MARUTI SUZUKI & TATA MOTORS.
- Developed 3D stage setup for events.

EDUCATION

Bachelor in Fine Arts - Applied Arts - 72%
Tilak Maharashtra University - India (2005-2009)

Fine arts and applied arts is a concentration within the visual arts field. I learned areas such as advertising, commercial design, commercial photography, fashion design, graphic design, illustration and drawing, interior decorating, etc.

Diploma in Digital Design - Interactive Design - 92%
Vancouver Film School - Canada (2015-2016)

I learned how to develop intuitive apps and user centered design. The skills in which I expertise here at VANCOUVER FILM SCHOOL are UX, UI, IA, wireframing, prototyping, user testing, user journey, user flow, and motion design.

Sukhwinder Singh

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