



Simrit Dhillon

UX/UI designer, illustrator, chai-lover

simritwho.com →

simritdhillon19@gmail.com

Designer & illustrator with a passion for creating social change.

Software

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma, Figjam
- Sketch
- Squarespace
- Webflow
- Wix

Skills

- UX/UI Design
- UX Research
- Visual design
- Information Architecture
- Prototyping
- Wireframing
- Usability testing

Experience

Product Design Co-op, ApplyBoard

May 2022 – August 2023, Remote

- Led the design of our interactive partner widget that has brought 2000+ students to ApplyBoard over a three-month period and increased top-of-funnel
- Owned the design of 4 other projects from conception to launch, through collaboration with product managers, engineering, and other stakeholders
- Conducted over 40+ hours of research interviews with users to understand pain points in the existing product experience and develop user personas

Primary UX/UI Designer, My Media Creative

May 2021 – April 2022, Remote

- Designed a donation app to fund various charities, conducted research, developed wireframes, and collaborated with developers in Figma
- Researched and designed a budgeting tool for use by creative non-profits, conducted extensive market research with 5+ professionals

Co-host, Decode Podcast

February 2021 – August 2021, Remote

- Co-hosted a design podcast with other students to share our passion for design, inclusion, and user experience
- Sharing our thoughts towards the future as women in STEM

Graphic Design Intern, Chalk

July 2018 – August 2018, Kitchener-Waterloo

- Designed graphics for blog posts & social media platforms
- Assisted and reported to senior designers with major projects, contributed ideas and feedback
- Researched + organized information for the sales team

Education

Bachelor of User Experience Design, Wilfrid Laurier University

September 2019– April 2024, Brantford, Ontario

Ontario Secondary School Diploma, Huron Heights Secondary

September 2015 – June 2019, Kitchener, Ontario