

# AKASHDEEP BAINS

## SR. PRODUCT DESIGNER - Figma, User Experience & User Interface

✉ [akashdeepbains2k17@gmail.com](mailto:akashdeepbains2k17@gmail.com) ☎ +1 (437)268-4322 📍 Ontario in [LinkedIn](#) 🌐 [Portfolio](#) 🌐 [Behance](#)

### SKILLS

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- **Tools:** Figma, Sketch, Adobe XD, Photoshop, Illustrator, HTML, Tailwind CSS, Bootstrap, Lovable AI tool.
- **UX Methods:** User Flow Mapping, Information Architecture, Wireframing, Responsive and Interaction Design
- **Product Design:** SaaS Product Design, Enterprise Application Design, Mobile App Design, B2B Dashboard
- **Research Testing:** Usability Testing, A/B Testing, User Research, User Interviews, Copilot, Claude, WCAG
- **Coordination Tech:** Jira, Agile Scrum, Stakeholder Workshops, UI Documentation, Requirements Translation

### WORK EXPERIENCE

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**User Experience Designer** August 2023 – January 2026  
*Pearl Technologies Inc (Charger Logistics inc.)* Brampton

- Liaised with business analysts, product leads, IT teams to design TMS, mobile driver applications (iOS/Android), ecommerce interfaces for 50+ workflows.
- Redesigned finance/documents management application screens, implementing AI-optimized workflow automation to reduce manual effort by 70% across 12 modules for fintech operations.
- Enhanced internal design system consistency across 25+ application screens, implementing WCAG compliance standards to improve accessibility by 40%.

**Product Designer** June 2023 – August 2023  
*DigiSigns* Huntsville

- Collaborated with stakeholders, PMs during requirements gathering, validation, design reviews across agile sprints throughout development lifecycle phases.
- Created ads management SaaS application for enterprise clients including Foodland, Walmart, streamlining 200+ campaign workflows across 5 digital platforms.
- Created interactive prototypes supporting user testing with 25+ participants, facilitating stakeholder walk-throughs for 12 feature release iterations.

**UI/UX Designer** January 2023 – June 2023  
*Stellar Personnel Inc.* Toronto

- Designed internal SaaS tools for TD Bank enterprise operations, optimizing workflows to improve operational consistency for 200+ users across departments.
- Conducted user research analyzing existing systems, interviewing 30+ potential users, translating insights into actionable design/business requirements.
- Facilitated usability testing sessions with users, identifying 15+ improvement opportunities to enhance dashboard functionality and overall user satisfaction.

**UI/UX Designer** July 2022 – November 2022  
*Showing Guide Inc.* Toronto

- Led mobile application, dashboard launch for real estate projects, delivering user-friendly interfaces serving 500+ agents across regional market territories.
- Conducted usability/A/B testing with 40+ stakeholders, users to identify, address usability issues across application features and operational workflows.
- Optimized navigation architecture across 18+ screens, delivering responsive UI components aligned with HTML, CSS, and JavaScript standards, reducing task completion time by 25%.

**UI/UX Designer** April 2021 – June 2022  
*Seraphic Infosolutions Pvt. Ltd.* India

- Managed end-to-end UX/UI redesign for PropNex Singapore real estate platform covering website, loyalty portal, dashboard, mobile app totaling 50+ screens.
- Delivered responsive, scalable designs using Figma, Sketch, Adobe XD, and AI-assisted prototyping tools including Cursor, Bolt, and Augment to accelerate iteration cycles.
- Implemented design system components across 30+ interface modules, improving development efficiency by 40% through reusable pattern library integration.

### EDUCATION

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**Post Graduation Diploma in Business Management** August 2017 – August 2018  
*Lovely Professional University, India*

**Bachelor in Computer Science** August 2009 – July 2013  
*IK Gujral Punjab Technical University, India*

### CERTIFICATIONS

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- **User Design Fundamental**
- **UX Design Essentials - Adobe XD UI UX Design**