

Supriya Bhasin

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Experience

MEDILAB - Web Designer & Visual Designer

Dec 2023 - Feb 2024

- Achieved a 15% decrease in bounce rate by leading user research initiatives and identifying key pain points, which informed design improvements.
- Boosted user engagement by 20% by designing a streamlined, user-friendly interface that optimized the customer journey and enhanced overall site appeal.
- Increased site session duration by 25% by revamping the website layout, applying UX principles for an intuitive user flow.
- Enhanced user satisfaction by 15% through iterative testing & feedback loops, ensuring the design meets user needs.

SimplyAsk - Junior UI/UX Designer

Sep 2022 - May 2023

- Delivered 10+ high-impact features from wireframes to high-fidelity prototypes, resulting in a data-rich dashboard.
- Improved user satisfaction by 30% by conducting user research & tailoring the platform's dashboards for accessibility.
- Reduced navigation time by 20% by optimizing information architecture, contributing to accessible user experience.
- Strengthened brand presence by designing visually compelling marketing materials & interactive presentation templates, enhancing client engagement by 15%.

FINSA - VP of Design

Aug 2022 - Apr 2023

- Increased brand recognition by 35% by establishing cohesive branding guidelines & driving consistent design.
- Contributed to a 30% increase in event attendance by directing a team of 4 coordinators in Figma to create cohesive social media designs.
- Boosted visibility & participant engagement by 30% by overseeing design for 7+ major events, aligning creative direction with strategic goals.
- Enhanced campaign effectiveness by 40% through designing marketing assets that significantly uplifted audience reach across various platforms.

Certifications

UX Remote Research

- Gained expertise in conducting user research remotely, learning techniques from users in diverse locations.

Advanced Skills in UX Design

- Developed skills in UX design, focusing on creating user-centered designs that enhance usability & user satisfaction.

UX Research Methods

- Acquired knowledge of various UX research methods, interviews, surveys & usability testing for design decisions.

Digital Marketing Foundations

- Learned the fundamentals, including SEO, social media marketing & analytics, to effectively promote digital products.

Leadership & Projects

CooGo Rescue - UI/UX Designer

- Conducted user research to create personas, journeys & prototypes, enhancing satisfaction by aligning design with real user needs.

Tutor Finder - UI/UX Designer

- Led the UI/UX redesign of a tutor-matching app using research-driven insights to enhance accessibility, usability, and stakeholder alignment.

Education

Simon Fraser University - Double Minor in Interactive Arts and Technology + Digital and Print Media Publishing

Courses: Interaction Design, Usability Testing, User Research, Typography, Creative Thinking

Concentration: Interactive Arts and Technology, Digital and Print Media Publishing, Visual Design

Skills

Technical Skills: User Interface Design, User Experience Design, Wireframing, Prototyping, Information Architecture

Software Knowledge: Figma, Adobe Illustrator, Adobe Photoshop, Jira, Adobe InDesign

Soft Skills: Creative Thinking, Collaboration, Communication, Problem-Solving, Time Management