

Rashmeet Kaur

Lead UX/UI Designer | Product Designer

10+ years of experience crafting visual experiences and creative products through thoughtful, user-centered designs
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CORE EXPERTISE

Product & UX Design

Product Design · UX Strategy · Interaction Design · User Flows · Information Architecture · Wireframing · Prototyping

Research & Validation

User Interviews · Qualitative Research · Usability Testing · Heuristic Evaluation · Design Evaluation

Visual & Systems Design

Design Systems · UI Design · Visual Design · Branding · Graphic Design · Design Thinking

Collaboration

Stakeholder Management · Product & Engineering Collaboration · Agile · Design Handoff · Cross-functional Teams

SKILLS & TOOLS

Design

Figma · FigJam · InVision · Balsamiq · Adobe Photoshop · Illustrator · InDesign · After Effects · Procreate · Miro · Condens · Power BI

Product Design

Wireframing · Prototyping · User Flows · Design Systems · Interaction Design · UX Research · Usability Testing · Visual Design

Development

HTML · CSS · JavaScript · Bootstrap

CMS

MadCap Flare · WordPress · Wix

EXPERIENCE

AMCS Group | Lead UX/ UI Designer

Jan 2021 - Present | Limerick, Ireland

- Built a comprehensive **Figma design library** with **reusable components**, standardising UI patterns and reducing repetitive design and development work by **50–60%**.
- Introduced **Miro** and **Condens** to centralise UX whiteboarding, personas, ideation and research insights, improving team efficiency by **30%** and enabling faster, research-driven product decisions.
- Led UX/UI design across major initiative's including **CityBin website Redesign**, **Vision AI** (Automated Material Identification Service), translating complex requirements into intuitive user experiences.
- Designed and developed the **AMCS helpcenter** in **MadCap Flare**, **AMCS Licensing platform** in **Power BI**, using **custom HTML/CSS** to deliver tailored, responsive interface beyond standard platform capabilities.
- Leveraged **Figma AI** and **Claude** to streamline ideation, automate repetitive tasks and accelerate design problem-solving.

Nutritics Ltd. | Senior UX/ UI & Graphic Designer

2020 - 2021 | Dublin, Ireland

- Introduced **UI/UX practices**, applying user research, information architecture, interaction design and usability principles to shape product experiences.
- Created **UI design library**, **iconography** and **vector graphics** for mobile based app, **LIBRO**
- Designed **graphics** and **visual assets** for the company's **web-based application**, ensuring consistency with the product's visual language, UI patterns, branding, and usability principles.

Freelancing | UX/ UI & Graphic Designer

2016 - 2020 | India

- Worked with multiple businesses and e-commerce platforms, including **Snapdeal**, **Essor IT solutions**, creating digital experiences and visual communication across different industries.
- Designed websites, landing pages, social media experiences and promotional assets aligned with individual brand identities.

EDUCATION

Amity University

Masters in Business Administration
2016 - 2018

OXL School of Multimedia

Graphic and Web Designing
2015

Punjab Technical University

Bachelor of Tech. in Computer Science
2009 - 2013

CERTIFICATIONS

Master Digital Product Design

Udemy

Advance Diploma in Graphic & Web Designing & Development

Orane FDM

Professional Diploma in Social Media Marketing

UCD, Dublin

ADDITIONAL CREATIVE EXPERTISE

Graphic Design · Illustration · Digital Painting · Photography · Branding · Image Editing · Video Editing · Social Media Design

- Created digital and print assets, including banners, email graphics, social media creatives, brochures, flyers and presentations.
- Developed wireframes, visual concepts and prototypes to communicate design ideas and improve digital experiences.

IDS Infotech | UX/ UI & Graphic Designer

2013 - 2017 | India

- Contributed to the design of websites, mobile applications and digital products, including GCMS and an Amazon-inspired e-commerce application.
- Created wireframes, prototypes and interaction models to define user journeys and interface behaviour.
- Designed web templates and supporting visual communication including logos, brochures, pamphlets and social media campaigns.
- Conducted usability testing, design evaluation and heuristic analysis for websites and applications.

HCL Technologies | Design Intern

2013 | India

PunCom & CS Technologies| Software Developer

2011 - 2012 | India