ASHMEET KAUR

UI/UX Designer · Product Design, User Research, Accessibility
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SUMMARY

UI/UX designer who designs research-driven, accessible and inclusive digital products used by real users. Skilled in user research, interaction design, prototyping and usability testing across web and mobile, working in Figma, Adobe Creative Suite and design systems. Took Sinceriti from early concept to a live platform and led its QA. Works closely with developers and turns complex systems into clear, usable experiences.

EXPERIENCE

UI/UX Designer, Belongg Community Ventures New Delhi | Jun 2024 – Present

Sinceriti live platform for intent-driven hiring and funding; pilots with the LedBy Accelerator and the Gandhi Fellowship

- Designed and shipped Sinceriti, leading it from early concept to a live platform used by external users and partners. Turned loosely defined problem statements into design directions and set feature priorities with the team.
- Led UX research: 20+ user interviews, surveys and usability tests to uncover user needs and validate design assumptions. Wrote the hypotheses, personas and interview guides, and did desk research, using structured methods and AI-enabled tools.
- Defined onboarding, information architecture and core workflows, mapping flows in FigJam for multi-organisation users with conflicting roles and for a multi-step funding application.
- Designed responsive, accessible wireframes, prototypes and final UI aligned with WCAG 2.1 across web and mobile: landing pages, onboarding, profiles, applications, and empty, loading, error and success states. Tested prototypes with users before build.
- Designed admin dashboards that streamline recruitment and funding workflows.
- Built a scalable design system and Figma component library, improving consistency and cutting developer friction by 25%.
- Wrote and accessibility-reviewed UX copy for onboarding flows, error states and tooltips, leading to a 30% drop in user confusion.
- Led QA: daily test rounds on the live build, user-story testing before each go-live, defect logging and re-testing.
- After launch, turned issues from user calls into design changes to the organisation and seeker journeys. Presented the platform to partners and brought stakeholder feedback into one direction.

Client and fellowship projects

- ABCD Collateral Analyzer, an AI-enabled behaviour change tool incubated with Gates Foundation and Dalberg support: designed the analyser screens, submission flow and public landing pages for users new to behavioural science.
- Inclusive Product Management Fellowship: redesigned an eGov chatbot interface to improve accessibility for low-digital-literacy users, after a heuristic and accessibility review. Contributed to Salesforce's clinical research website and supported facilitation for a cohort of 20 fellows from Salesforce, Flipkart, Groww and others.

Brand and learning design

- Produced custom illustrations and visual assets for microlearning modules, increasing engagement by 20%. Designed brand assets for LinkedIn, the blog and the product, and the design for Slopcon, a virtual conference on AI slop with 30+ leaders from policy, technology and civil society, built in Replit.

Design and Fashion Mentor, Self-employed Jan 2024 – Jun 2024

- Mentored students in design thinking and UX fundamentals, building creative problem-solving and visual storytelling skills, and guided them through critique rounds to finished UX case studies and portfolio projects.

SKILLS

UX design: wireframing, prototyping, interaction design, responsive web and mobile design, user flows, information architecture, design systems, UX writing

Research and analysis: user interviews, surveys, usability testing, heuristic evaluation, desk research, accessibility design (WCAG 2.1)

Delivery: developer collaboration and handoff, design QA, defect tracking, release testing, stakeholder presentations

Tools: Figma, FigJam, Framer, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, Dreamweaver), Blender; Lovable, Replit and Claude Design for early drafts

EDUCATION

Bachelor of Design, National Institute of Fashion Technology, Chennai 2021 – 2025

Languages: English, Hindi