

# jasmeet Singh

## ux/graphic Designer

### CONTACT

jasmeet.design  
jasmeet.studios@gmail.com  
+1 510 881 3226

### SOFTWARE

Adobe Creative Suite, Figma, Microsoft Office- Wireframing and Prototyping, Typography and Layout, Branding, Design Thinking, User Experience (UX), User Interface Design, Adobe Photoshop, Adobe Illustrator

### REFERENCES

Furnished upon request

### EXPERIENCE

#### Jasmeet Studios | Union City, CA

##### Freelancer | 2016 – Present

Utilized advanced design software such as Illustrator and InDesign to create captivating graphics and layouts for product illustrations, company logos, and websites

Demonstrated a meticulous approach to concept planning, conducting in-depth research and analysis of relevant information to ensure the development of effective designs

Successfully marketed and sold a diverse range of products, including T-shirts, sweatshirts, crew necks, Snapchat filters, book covers, stickers, posters, and banners, leveraging creative design strategies to drive sales and achieve revenue targets

Led the ideation and execution of high-quality design solutions, focusing on enhancing the user experience and delivering visually compelling and user-friendly interfaces

Assumed responsibility for the design system, style guides, and UI patterns, consistently refining and evolving them to ensure design consistency and elevate the user experience

#### SAP | Palo Alto, CA

##### UX/Graphic Designer | 2022 – 2023

Collaborated with cross-functional teams including product managers, developers, and stakeholders to develop user-centered designs for web and mobile applications

Generated user flows, wire frames, and prototypes as effective communication tools for conveying design concepts and validating ideas through user feedback and testing

Conducted usability testing and collected feedback to refine designs, ensuring improvement of the user experiences

Partnered with engineers to ensure proper design implementations, providing guidance on design specifications

Owned design systems, style guides, and UI patterns, continuously refining and evolving them to maintain consistency and elevate the overall user experience.

Developed library systems to maintain and upkeep presentation templates and assets

Facilitated design concept discussions with stakeholders, actively incorporating their input to improve the final design

#### Flex Sports | Los Angeles, CA

##### Graphic Designer | 2020

Created and designed visual branding materials for athletes, encompassing logos, business cards, and marketing collateral

Created engaging social media content and email marketing campaigns to promote the agency and its athletes

### EDUCATION

Academy of Art University | San Francisco, CA  
MA, School of Graphic Design | 2019 – 2021

San Jose State University | San Jose, CA  
BA, Design Studies | 2015 – 2018