

Gurjot Singh

Product Designer

Toronto, Canada | (343) 558-7783 | gurjotsinghuxd@gmail.com | [LinkedIn](#) | [gurjotsingh.ca](#)

Research-led Product Designer with 2+ years of end-to-end product design experience across health and civic platforms. Conducted 50+ user interviews across 6 projects, synthesized 35+ insights into actionable design themes, and reduced critical usability errors from 3 to 0 across test rounds. Actively integrating AI-assisted design tools with strong Figma craft and cross-functional collaboration skills for fast-paced product teams.

SKILLS

Interaction Design | Visual & Responsive Design (Mobile & Web) | Wireframing & Prototyping | High-Fidelity UI | User Flows & Information Architecture | Design Systems & Component Libraries | Design System & Scalability | Accessibility & WCAG | Usability Testing | User Interviews & Research Synthesis | Qualitative & Quantitative Research | Agile & Sprint Planning | Design-to-Development Handoff | Design Specifications & Documentation | Figma | FigJam | Cursor | Claude Code | Webflow | Framer | Miro | HTML, CSS & JavaScript | Stakeholder Communication | Comfortable with Ambiguity

PROJECTS

ARTSCAPE | Toronto Art Discovery App

Owned product design for a Toronto art-discovery platform, from research-backed strategy and three personas to a 35+ screen system with distinct consumer and creator flows, including an artist analytics dashboard. Built a token-based design system and ran a full self-audit to resolve broken flows and navigation gaps before prototype.

VIA RAIL | Purchase Path Research & Feature Design

Conducted user interviews and competitive analysis across rail booking platforms, identifying friction in sorting, filtering, and journey comparison flows and delivering hi-fi feature proposals in Figma aligned to Via Rail's existing branding and component system.

EDUCATION

HUMBER POLYTECHNIC, TORONTO User Experience Design, Dean's List - both semesters	Jan 2024 - Dec 2024
ALGONQUIN COLLEGE, OTTAWA Interdisciplinary Studies in Human Centred Design, Dean's List - both semesters	Jan 2023 - Aug 2023
UNIVERSITY OF DELHI, DELHI Bachelor of Science (Physical Science)	2017 - 2020

PROFESSIONAL EXPERIENCE

SELF EMPLOYED INDEPENDENT PRACTICE & UPSKILLING	Oct 2025 – Present
- Following graduation from Humber College and receiving a work permit in July 2025, independently led end-to-end design for Artscape, a Toronto art-discovery app (<i>see Projects</i>) - Completed Lloyds Banking Group UX Advanced virtual programme on Forage while actively building AI-assisted design workflows using Cursor and Claude Code to prototype and iterate faster. - Published a personal design portfolio via Webflow and volunteered with Canadian Red Cross throughout 2025 - Built a scalable Figma design system across 10 components with reusable variants and production-ready guidelines.	

SERVICE DESIGNER | Pro Bono

Physical One Therapy Multidisciplinary Health Clinic	Aug – Sept 2025
- Conducted user interviews and field research to map end-to-end patient experience across digital and physical clinic touchpoints, identifying friction points in booking, wayfinding, and service delivery - Designed a kiosk prototype and website redesign recommendations, translating research insights into actionable short and long-term design solutions aligned to clinic operations - Delivered a structured service blueprint and execution roadmap to clinic stakeholders, spanning digital interface improvements and physical space optimisation.	

UX DESIGNER INTERN	Dec 2024 – Feb 2025
NUTRIDOM (David Health International) B2C Health & Wellness E-commerce Platform	
- Owned end-to-end design of a responsive ordering flow through 3 rounds of high-fidelity Figma iteration within an agile sprint cycle, delivering production-ready assets for stakeholder sign-off. - Validated user assumptions through 4–6 customer interviews and secondary research, translating qualitative insights into design decisions that reduced the ordering flow from 4 steps to 2. - Presented design concepts and rationale to stakeholders, incorporating iterative feedback from a cross-functional team to refine and finalise the ordering experience redesign.	

UX RESEARCHER & DESIGNER	Jan 2023 – Aug 2023
HCD Lab, Algonquin College Elections Canada (Client)	
- Conducted 6–10 user interviews and reviewed 8+ research papers, synthesising insights from 129 survey respondents into evidence-based design recommendations for Elections Canada. - Translated qualitative and quantitative findings into high-fidelity prototypes, identifying and resolving 3+ critical usability issues across the candidate information experience. - Presented recommendations directly to Elections Canada stakeholders, aligning a cross-functional team of 5 - Delivered end-to-end research and a full Figma prototype proposing a page revamp to boost youth engagement.	

CERTIFICATIONS

- TCPS 2: CORE 2022 — Panel on Research Ethics, Government of Canada | 2023