

Gurinder Singh Deol, UX Researcher & Designer

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I'm an ambitious and hard-working UX researcher and designer with more than 4 years of professional experience. I am passionate about solving complex problems and bringing impact to organizations that do something meaningful. I am very experienced in translating data into simple and easy-to-use solutions.

EDUCATION

BE - Computer Science With Major In UX research & design
Chitkara University | CGPA - 8.76

Apr 2016 - July 2020

Class 12
Army Public School Jammu Cantt | Percentage - 70.2%

Apr 2014 - May 2015

WORK EXPERIENCE

Associate Process Manager - eClerx Chandigarh

Apr 2022 - Present

- Leading a team of **1 UX Researcher** and **2 UX Designers**, overseeing project workflows and ensuring high-quality deliverables.
- Conducted **candidate interviews** for various UX roles, contributing to the **growth of the team**.
- Managed and mentored junior researchers, emphasizing **knowledge-sharing** to enhance overall project outcomes.
- Assisted in crafting persuasive **pitch decks** that contributed to **securing multiple projects** by showcasing our capabilities effectively.
- **Redesigned Grabtaxi Driver** landing page. Utilized a comprehensive approach, including user interviews, competitive analysis, persona development, and user journey mapping. Implemented A/B testing, resulting in a remarkable **38% improvement** in driver sign-up conversion rates.
- Contributed to the development of **design systems** and maintained design consistency across multiple **National Instruments(NI)** products.

Senior Analyst - eClerx Chandigarh

July 2020 - March 2022

- Collaborated with managers, UX team members, and engineers, defining project timelines and goals from concept to implementation.
- Conducted a comprehensive UX research initiative to address low user interaction with the National Instruments(NI) **chatbot**. This included an expert **usability audit**, **competitive analysis**, and **remote unmoderated usability testing**. Translated research findings into actionable recommendations to enhance user engagement and interaction.
- Conducted **usability testing** to gather user feedback and make data-driven design decisions for multiple NI projects.
- Designed **Ricoh dealer leasing portal**, migrating the leasing process from offline to an online platform. Conducted **user research** and crafted **research artifacts** that addressed pain points for both users and Ricoh administrators, enhancing the overall leasing experience.
- Designed a responsive global website for **AstraZeneca Vaxzevria** vaccine, to provide clear and concise information for healthcare professionals(HCPs).
- Rapidly prototyped and executed the **Evusheld** website within four weeks, employing diverse methodologies and tools to provide clear and concise information for healthcare professionals(HCPs).

UX Intern - eClerx Chandigarh

July 2019 - July 2022

- Collaborated closely with client, gaining insights into user needs and challenges.
- Contributed to the development of **usability audit guidelines**.
- Designed **unmoderated usability tests** on UserZoom for multiple **Sage products**, yielding actionable recommendations.
- Conducted **A/B testing** for updated designs based on recommendations, optimizing user experiences.

SKILLS & TOOLS

Skills: User Interviews, Stakeholder Interviews, Competitive Audit, Heuristic Evaluation, Affinity Mapping, Persona Creation, Journey Mapping, User Stories, User Flows, Information Architecture, Prototyping, Usability Testing

Prototyping Tools: Adobe Suite, Figma, Axure RP, Invision

Testing Tools: UserTesting, UserZoom

Collaborative Whiteboards: Lucid Suite, Mural, Miro

AWARDS & CERTIFICATES

eClerx Super Achiever Award: Awarded by eClerx after based on positive feedback from the client

eClerx Business Special Award: Awarded for outstanding contributions and exceptional client experiences

eClerx Value Awards: Awarded thrice for exceptional work performance

How to Design for Accessibility: for UX Designers (WCAG 2.2): Certification from LinkedIn

Data Visualization & Storytelling by University of Miami: Certification from University of Miami

INTERESTS

Music: I have a strong preference for rap and country music, with a particular fondness for "Stan" by Eminem. I admire Eminem's storytelling ability, which resonates with me deeply.

Weight Lifting: My weight lifting journey started four years ago with the initial goal of shedding weight. However, my dedication to the discipline has persisted, and I continue to be deeply committed to the art of weight lifting.

Reddit: During my free time, I engage with Reddit, where I explore various subreddits in search of intriguing facts, historical insights, amusing memes, and more.