



Experience

AMRIT Foods | UX Designer

Permanent part-time

May 2026 to present

Surrey, BC (on-site)

- Lead the direct-to-consumer (DTC) Shopify pilot. Designed the store from scratch as a fixed control, so the pilot measures the products.
- Ran discovery before the build: competitor audit, market research, shipping-cost baseline and a 19-slide strategy deck for leadership.
- Defined the measurement plan before launch, so tracking starts with the first order.
- Designing single-purpose AI agents for Meta Ads and Google Ads, each measured on sales and conversion.
- Simplified the brand language and redesigned the complete organic and conventional inventory. Now simplifying a sub-brand the same way.
- Own the brand in print and digital: packaging, labels, product visuals and e-commerce design.

Mercana Furniture and Decor | Designer and Print Production Operator

Contract full-time

Jul 2025 to Sep 2025

Surrey, BC (on-site)

- Produced 1,500+ branded assets a week for large-format print and digital, on tight deadlines.
- Prepared print-ready graphics and packaging layouts in Illustrator and Photoshop, and caught colour problems at prepress before they became reprints.
- Partnered with the design and operations teams to turn creative briefs into final files, cutting revision rounds by 20%.

Studio 7 Production | Studio Design Assistant

Contract part-time

Sep 2024 to Dec 2024

Surrey, BC (on-site)

- Assisted director Navalpreet Rangi on an episode of Kalyug: Game of Money & Power, a Punjabi series on Chaupal.
- Supported senior designers on concepts for branding, editorial and marketing projects.
- Retouched images in Photoshop and made social graphics, layout mockups and decks in Figma and Adobe Creative Suite.

Projects

Alight | Product designer | [View case study](#) ↗

Aug 2026 to Sep 2026

Honourable Mention, Award for UX Design, RGD 2026 Student Awards (entered as ELU)

- A calm attention app for students. It helps them take an intentional break and come back on time, without guilt.
- Took it from research to a live coded prototype on a three-tier design token system (primitive, semantic, component).

Education

LaSalle College Vancouver | Bachelor of Design in Graphic Design

Focus on UX/UI, design systems and brand identity

Oct 2024 to Mar 2027

Vancouver, BC

University of British Columbia | Coursework toward a Bachelor of Science

Aug 2023 to Sep 2024

Skills and certifications

Design	Product design, UX research, prototyping, design systems, information architecture, brand identity
Tools	Figma, Paper, Claude Code, Rive, Illustrator, InDesign, Photoshop
Marketing	Shopify, Meta Ads Manager, Google Ads, Canva
Code	HTML, CSS, Python
Certifications	Google UX Design Certificate (Google, 2024); AI Fluency: Framework and Foundations (Anthropic, 2026)
Community	RGD Student Member; DQAB Student Panel (degree review); Flui and RGD designathons
Languages	English, Punjabi, Hindi