JASMINE DHALIWAL

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SUMMARY

Product Designer with 3+ years in end-to-end product design, UX research, and design systems. Shipped features at Ticketmaster and designed for 500K+ users in fintech. Skilled in Figma, prototyping, and cross-functional collaboration to craft accessible experiences.

EXPERIENCE

Ticketmaster **May 2024 - Present**
User Experience Designer *Toronto, ON, Canada*
- Designed and shipped 20+ customer-facing features and enhancements, from discovery through to handoff
- Contributed to the growth of the design system by creating scalable components, patterns, and documentation used across teams

Konrad Group **May 2023 - August 2023**
Associate Experience Designer *Toronto, ON, Canada*
- Designed and delivered across multiple client websites, consumer products, and a 500K-user banking portal while leading design syncs and presenting to executive stakeholders

Make A Wish **January 2023 - April 2023**
Design Lead *Waterloo, ON, Canada*
- Led design and management of social media campaigns, driving a 220% increase in user engagement

University of Waterloo **September 2022 - December 2022**
Teaching Assistant *Waterloo, ON, Canada*
- Mentored 50 students across 2 classes in web design fundamentals, HTML, and CSS with one-on-one guidance

Toronto Metropolitan University **May 2022 - August 2022**
Brand Designer *Toronto, ON, Canada*
- Spearheaded an organization-wide rebrand, designing 100+ assets including logos, brand guidelines, and collateral
- Improved brand consistency by 97% as measured by internal audit post-launch

Husqvarna **January 2021 - April 2021**
User Experience Designer *Remote*
- Led end-to-end UX design of a new hire onboarding experience, partnering with engineering to deliver a redesigned user flow that achieved 85% preference rate in A/B testing

Bank of Montreal **January 2020 - August 2020**
Junior UX Designer *Remote*
- Partnered with cross-functional stakeholders to design and deliver customer-facing user flows and high-fidelity desktop wireframes across the full product design lifecycle, supporting 2M+ online banking customers

PROJECTS & LEADERSHIP

More Than Circumstance **January 2024 - Present**
Design Executive *London, ON, Canada*
- Led the design and execution of engaging social media campaigns, boosting brand visibility and follower growth by 440%.

EDUCATION

University of Waterloo **September 2020 - April 2024**
Bachelor's, Art *GPA: 3.9*

SKILLS

Tools: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign), HTML/CSS, JIRA
Methods: User Research, Usability Testing, Information Architecture, Prototyping, Design Systems, Accessibility (WCAG)