

Gagandeep Singh

Skilled in leading UX, guiding teams, and collaborating across disciplines to craft meaningful, delightful, and data-driven experiences

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[Portfolio](#)

Work Experience

Senior Manager (UX Lead), DnA Marketplace | Bank of Montreal, Canada

Sep 2022 - Mar 2025

- Designed the Data Request Tracker, increasing the product adoption rate by ~20%
- Revamped the Data Asset Search, achieving a 4.7/5 SEQ (Ease of use) rating
- Applied qualitative insights to reduce average completion time by 2 minutes for the MLOps intake form
- Proactively managed the UX roadmap, enhancing team clarity and transparency
- Established weekly Design Critiques with the UX team and UI Reviews with the developers, improving transparency and reducing UI issues
- Mentored a UX designer, fostering the practical application of UX knowledge
- Contributed to UAT testing for multiple releases, ensuring smooth and bug-free deployments

Senior UX Designer | Applied Systems Inc., Canada

Dec 2021 - Sep 2022

- Led the Workshop Facilitation Guild, consisting of 2 UX Designers and set up best practices for facilitation within the Applied Design team
- Co-led the Generative Research done with 15 agencies/brokers that contributed toward defining the vision for building a CRM software
- Led the Concept Testing for the Recommendations dashboard, resulting in faster validation of the proposed solution and saving nearly 2 weeks (one sprint)
- Led the Generative Research done with 7 agencies/brokers to discover future opportunities for the Applied Analytics product

UX Designer | Altus Group, Canada

Apr 2021 - Dec 2021

- Onboarded 2 UI components to the design library, which led to faster development
- Leveraged lunch and learn meetings to educate the team on user-centric approaches

UX Designer | GS1 Canada, Canada

Feb 2020 - Mar 2021

- Led the AODA (Accessibility) initiative for Product Certification and helped increase the accessibility score by 10%
- Led 5 Usability Testing sessions that provided supporting evidence before development and avoided technical debt
- Co-led the proposal of GS1 Canada's design system

UX Designer | Mysa, Canada

Jul 2019 - Jan 2020

- Reduced the thermostat pairing time with the mobile app by ~40%
- Helped propose a solution for the Mysa Smart AC product and achieved the System Usability Score (SUS) of 81.3
- Defined and documented the 1st draft of the Mysa UX Process to launch and continually improve the product suite
- Delivered UI specifications to the dev team; as a result, the development timeframe was improved by 2x

Skills

Design

Wireframe
Prototype
Journey Map
Experience Map
Empathy Map
Storyboard
Persona
Information Architecture

Research

User Interview
Stakeholder Interview
Survey
Card Sorting
Diary Study
Concept Testing
A/B Testing
Usability Testing
Heuristic Evaluation

Tools

Pen and Paper
Figma
Axure RP
Balsamiq
Mural
Marvel
JIRA
Confluence

Education

Post Graduation, UX Design

Sep 2018 - May 2019

Humber College, Canada

BE, Mechanical Engineering

Aug 2011 - May 2015

Chitkara University, India

Certificates

AWS Certified AI Practitioner

Valid till Sep 2027

Amazon Web Services

Project Management for AI

Completed in Mar 2024

Vector Institute, Canada

Senior UX Designer/UX Designer | Bank of New York Mellon, India

Dec 2017 - Jun 2018 (Senior UX Designer)

- Designed 2 Proof of Concepts that led to successful client demos
- Conducted heuristic evaluation that helped tackle high-severity usability issues

Jun 2015 - Nov 2017 (UX Designer)

- Reimagined the Collateral Management application and reduced the average time spent per pledge/receive by 29%
- Redesigned the navigation for the Fee Flow application and increased the number of fee schedules sent to clients (an additional 52 fee schedules were sent that year)
- Contributed to the initiatives of elevating the BNY Mellon design system

AI Product Management

Completed in Oct 2024

Duke University

Accessible Design in Broadcast Media

Completed in Feb 2019

Humber College, Canada