

PARMINDER SANDHU

SENIOR PRODUCT / UI/UX DESIGNER

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CAREER SUMMARY

Senior Product/UI/UX Designer with 10 years designing high-stakes products across regulated, enterprise, and consumer environments, including federal systems where Section 508 accessibility, policy, and procurement constraints demand precision. Sole designer on a \$1B+ federal modernization initiative and design lead on six competitive tech challenges. Led the redesign of a human-trafficking case-management platform that cut data-entry errors by an estimated 30%. Designed and prototyped a conversational AI chatbot for GSA. Co-authored a design-ops playbook now adopted across 6+ programs. Recognized with ACT-IAC Igniting Innovation, ClearMark, and four GEM awards.

SKILLS

Core Skills: Product Strategy | End-to-End Product Design | Interaction Design | Information Architecture | Visual/UI Design | Service Design | User Research | Usability Testing | Responsive/Mobile Design | Design Systems | DesignOps | Design QA/Engineering Handoff | WCAG 2.1/2.2 & Section 508 | Conversational AI Design | Stakeholder Leadership

Tools & Platforms: Figma | Axure RP (SME/Workshops) | Appian | Salesforce | Tableau | Sketch | InVision | HTML/CSS/JS | Angular | React | Jira/Confluence | USWDS

WORK EXPERIENCE

Senior UI/UX Designer

REI Systems | Herndon, VA | Apr 2019 – Present

- Sole UX designer across HRSA's grant platform, ACF's case-management system, and OCC's examiner workflow tool, owning each from discovery through production-ready specs.
- Redesigned ACF's case-management system for human-trafficking caseworkers, adding safer defaults and confirmation patterns that cut data-entry errors by an estimated 30% at critical decision points, based on caseworker feedback. Earned national ACT-IAC recognition.
- Led interaction design for OCC's Appian-based Examiner Portal (ExPo), covering task routing, approvals, and audit-ready histories. Appian Lead Developer certification enabled direct collaboration with engineering, speeding decisions and keeping releases on schedule.
- Led design on six competitive tech challenges supporting federal RFP and RFQ responses, designing REI's base component library in Figma and building it in React so proposal teams could stand up working prototypes the moment a challenge dropped. Followed USWDS guidelines with custom styling so solutions met federal standards without looking like every other bid. Wins included a \$1B+ modernization initiative and additional multimillion-dollar contracts.
- Designed and prototyped a conversational AI chatbot for GSA, defining transparency and trust guardrails for policy-constrained navigation, then co-authored REI's responsible-AI framework, extending those guardrails across the team's broader AI-assisted design work.
- Rebuilt FDA's FIPSS (Foreign Inspection Planning and Scheduling System) dashboard in Tableau for leadership visibility into field-agent travel, then authored HRSA's dashboard standardization guide, replacing from-scratch builds with preset color and chart-type guidance that cut production time and unified visuals across programs.
- Co-authored the ClearMark Award-winning CX Playbook and built the team's design system (tokens, components, style guides) from the ground up, then mentored designers and ran cross-functional workshops that made it the operating standard across 6+ programs.

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WORK EXPERIENCE (CONTINUED)

UI/UX Designer

Northrop Grumman | Sterling, VA | Aug 2018 – Jan 2019

- Built a reusable Tableau visualization guide covering color scales, legends, and interaction rules, standardizing KPIs across USCIS data teams and product owners.
- Interviewed domain experts and ran usability tests to untangle dense navigation in mission-critical USCIS workflows, documenting task flows and acceptance criteria to keep design and development aligned.
- Delivered Section 508-verified wireframes and prototypes for mission-critical USCIS workflows, instrumenting telemetry for data-driven post-launch evaluation.

UI/UX Designer

Capital One | McLean, VA | Feb 2017 – Jan 2018

- Owned end-to-end UX for an iOS budgeting and expense-tracking app, from backlog through high-fidelity prototypes and a component library unifying three core flows.
- Aligned navigation, gestures, and interaction patterns with iOS Human Interface Guidelines, integrating the app with the platform conventions users already knew from the rest of their phone.
- Ran usability studies and A/B tests on CTAs and navigation, translating user behavior into iteration priorities, and set WCAG-aligned guardrails for contrast, tap targets, and error prevention.

UI/UX Designer

AOL | Sterling, VA | Aug 2016 – Jan 2017

- Designed and coded components for AOL's internal CMS platform, expanding the team's design library.
- Built an icon library and content-governance standards for the CMS, then ran cross-browser and accessibility testing across devices.

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Web Page, Digital/Multimedia & Information Resources Design

Jun 2017

School of the Art Institute of Atlanta

Appian Certified Lead Developer

Apr 2025

Appian Academy

NN/g UX Certification Coursework

3 of 5 Courses Completed

Nielsen Norman Group

RECOGNITIONS & AWARDS

GEM Awards x4 (Going the Extra Mile): Awarded four consecutive years for consistently delivering on complex, multi-stakeholder programs across different teams and challenges.

ClearMark Award, CX Playbook Design Operations: Recognized for co-authoring REI's CX Playbook, a design-operations standard now adopted across 6+ programs.

GSA Challenge to Modernize IT, Sole Designer (\$1B+ Initiative): Served as the only designer on a federal IT modernization initiative for which \$1B+ in funding came through.

ACT-IAC Igniting Innovation Award, ACF SCMS Case Management Redesign: National recognition for redesigning ACF's case-management system for human-trafficking caseworkers, cutting data-entry errors by an estimated 30%.