

UI/UX design, web development, and UI/UX design are my specialties – I have 8 years of experience and 12 years of experience working freelance in UI/UX design and web development. Recognized for high-impact outcomes, I've received three GEM (Going the Extra Mile) Awards and worked on some projects that won industry awards like team honors from the ACT-IAC Igniting Innovation Award for revamping ACF's Shepherd Case Management System (SCMS) and the Clearmarks Award for a Customer Experience (CX) playbook. I am motivated by a passion to dig deep and distill them into tangible, actionable designs for product growth and organization.

## Work History

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04-2019 - **Senior UI/UX Designer**  
Current *REI Systems, Sterling, VA*

- As always, I have worked on high-impact projects that stimulated creativity and improved user experiences in tight times and under pressure.
- Winner of 3 GEM (Going the Extra Mile) Awards for excellence and value-add in complex, challenging projects.
- Led a team on ACF's redesign of the Shepherd Case Management System (SCMS), receiving the 2021 ACT-IAC Igniting Innovation Award. This project simplified the case management of victims of human trafficking and accessed needed resources faster.
- Oversaw the redesign of the ITVMO website in collaboration with the General Services Administration (GSA), making it more accessible, usable, and functional for government users and stakeholders.
- Developed GSA's Generative AI guidelines for federal businesses responsible for AI usage to innovate and comply.
- Coordinated with the Health Resources and Services Administration (HRSA) to improve their system.
- EHB workflow, interfaces, and productivity software for lifesaving medical journeys.

## Contact

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## Technical Profile

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- HTML
- JavaScript
- CSS
- USWDS
- Bootstrap
- WordPress
- Salesforce
- Tableau
- Axure
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Creative Cloud
- Adobe InDesign
- Adobe Premiere
- Google Docs
- Microsoft Outlook
- Microsoft Excel
- Microsoft Word

- Made Tableau dashboards more user-friendly and interactive for the Food and Drug Administration (FDA) so that decision-makers can easily digest, access, and take actionable data knowledge.
- Written a Customer Experience (CX) playbook (winner of a Clearmarks Award) that provides a streamlined process for optimizing platform user interactions.
- I wrote several style guides to keep brand identity and accessibility in digital products.
- Developed ticketing for UX support tickets to categorize and control more queries when inquiries increase..
- Sounded agile and creative, making abstract concepts workable into intuitive designs for company purposes.
- Managed user research and testing for insights that informed design decisions, increasing the satisfaction and usability of apps.
- Assist cross-functional developers, PMs, and stakeholders in implementing UX and integrated product designs
- Mentioned junior designers and taught them best practices for UI/UX design, user-centered research, and prototyping methods.
- Performed workshops and presentations to present design solutions, get feedback from stakeholders, and update designs for various user needs and business goals.

08-2018 -  
01-2019

## UI/UX Designer

*Northrop Grumman, Sterling, VA*

- Created Tableau dashboards that Northrop Grumman could digest for the wrong data.
- Employed UX framework to create visually seamless dashboards to improve the discovery and presentation of data to help users make better choices.
- Directed all UX work for large-scale applications, reimagining incrementally towards the user and productivity.
- Wireframes, prototypes, user research, and usability testing were performed to uncover user frustrations and streamline the app process.

## Competencies

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- Attention to Detail
- Self-Motivated
- Planning & Coordination
- Problem-Solving
- Training & Development
- Team Collaboration
- Time Management
- Organization
- CX
- Critical Thinking

## Languages

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- English
- Punjabi
- Hindi

- Accepted for defining powerful and inexpensive design solutions that got Northrop Grumman done in the most critical areas, getting more users to happier, more efficient processes.
- Aerial prototype solutions from idea to prototype in accessibility and usability standards to include as many users as possible..
- Assisted cross-functional teams in creating unified user experiences for large, multifaceted applications and making design, development, and business goals align.
- Did extensive user research – surveys, interviews, usability testing – and got valid data that drove design decisions and product relevancy.
- Conceived and developed rich UX documentation (style guides, component libraries) to support design consistency and workflow across projects.
- Led a scalable design platform to synchronize design elements across platforms for faster update cycles and handoffs from designer to developer.
- Presentation of UX strategy and design solutions to stakeholders and executives in an open communication of user and business requirements.
- Taught workshops and training on UX best practices for the team members so that the environment is more collaborative and projects are designed better.
- Prototypes and interactive mockups in Figma, Sketch, and Adobe XD and iterated from feedback to develop high-fidelity, user-centric final products.

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08-2017 -  
01-2018

## **UI/UX Designer**

*Capital One, McLean, VA*

- Created easy-to-use graphic mockups and layouts integrating training with easy navigation for the best usability and accessibility for consumers searching for financial data.
- I did user testing and research on content and design and adjusted it as feedback per user needs.
- Relative Design first, ideally designed page for desktop, tablet, and mobile consumption.

- Ensure content and design consistency across cross-functional teams with straightforward typography, layouts, and selective visuals for a powerful, informative UX. Demonstrated expertise in translating financial data and resources into accessible digital experiences, supporting Capital One's commitment to financial literacy and empowerment for users.
- Track record of translating financial information and tools into digitally immersive experiences that allow Capital One to ensure that customers are empowered with financial information.
- Implemented A/B testing of page components such as call-to-action buttons, layouts, and colors to see which designs had the most conversions.
- I brought you heuristic reviews of the page on good practices of usability, friction, and what needs fixing.

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08-2016 -  
01-2017

## **UI/UX Designer**

*AOL, Sterling, VA*

- Created and created visually striking, user-friendly websites, starting from rough Photoshop mockups to set the aesthetic for every website.
- Drafted all style sheets that control the design and architecture of the site, from concept to code.
- Worked closely with application developers to integrate design thinking and technical execution into a smooth and coherent development workflow.
- Implemented and updated an extensive CSS system to ensure the design would work on all browsers, extensively testing parts to detect and correct compatibility issues.
- Usability testing and user feedback to fine-tune pages, design elements, and flows for seamless and natural user experiences.
- Implemented user-centered design concepts to keep the look consistent across the site and made all design decisions based on the user interface and AOL's brand.
- Created wireframes and interactive prototypes to see page flow and layouts, got stakeholders and developers on the same page regarding the design plan, and implemented it in production.

- We conducted cross-browser testing to find any performance issues and made changes so the site looked and functioned as it should on all devices.
- Seen user behavior metrics and feedback to make data-driven design changes to drive higher engagement and better function.
- Working with other designers to design and create style guides consistent with visual language and branding across multiple projects and pages.
- Reconciling design creativity with technical focus, accessibility, and usability in every part of the website to improve AOL's web presence and satisfaction.

## Education

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09-2014 - **Bachelor: Web Page, Digital/Multimedia and Information Resources Design**  
05-2017

*School of The Art Institute of Chicago - Chicago, IL*

## Achievements

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- Going the extra mile (GEMS) awarded 3 times within 5 years. Winners serve as a model for others, lead by example, and truly demonstrate high professional standards and integrity while exhibiting outstanding ability to execute challenging new assignments. Employees who have completed at least 3 years of service with REI and who have made significant contributions for at least 2 consecutive years are eligible.
- Excellence and Innovation: Win multiple challenges like COMIT (Challenge to Modernize IT), SPEED (Reengineering Processes for Enterprise Development), and ODOS (Optimizing Digital and Operational Systems). Proven problem-solving ability, lateral thinking, and the capacity to deliver powerful, customer-focused solutions in a timely manner. Each success speaks to a belief in efficiency, user experience, and cross-team collaboration on a deep organizational problem.