Niranjan Kaur

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A strong background in product and service design, customer experience design and strategy with a 5 year experience. Adept at uncovering customer-centric insights to reimagine end-to-end experiences. Seeking to leverage a strong foundation in user-centered design principles and experience in service design, journey mapping, and process optimization to contribute to a dynamic team and drive innovative solutions.

WORK EXPERIENCE

CX Designer and Strategist (Co-op) | Ontario Lottery Corporation
Oct 2023 – Jan 2024 | Toronto, ON
- Collaborated with a UX and Environmental Designers to create Customer Experience (CX) artefacts like user journey maps and spatial experience prototypes, to enhance customer experiences.
- Conducted user research, including interviews and facilitated an internal stakeholder workshop to identify needs and pain-points, informing CX recommendations.

Business Architecture and Analysis (Co-op) | Mackenzie Investments
Jan 2024 – April 2024 | Toronto, ON
- Developed user stories to inform system requirements and collaborated with the Business Analyst to prepare Business Impact Assessments.
- Collaborated with Business Architect to develop current and future state journey maps.

Consultant (Strategy & Foresight) | TTC
May 2023 – June 2023 | Toronto, ON

- Collaborated with cross-functional team members to redesign the Diversity department's structure and inform internal processes with a **3-year strategic plan**.
- Conducted a survey and facilitated **2 co-creational workshops** including a ideation session with the a 15-member team of stakeholders to understand client's needs and ideate the "must-haves" for the solution.
- Conducted research and analysis to uncover human needs, behaviors, and shifting expectations related to Equity, Diversity and Inclusion and how they are integrated to large-scale organizational systems and processes.

CX Service Designer | Leapon
Sep 2022 – May 2023 | Toronto, ON

- Conducted a survey and **10+ interviews** to identify the customer needs and redefined the customer touchpoints and channels, which **increased the retention by 2x**.
- Co-facilitated ideation workshop with a 15-member team, merging user insights and business objectives to craft a comprehensive six-month product direction and roadmap.
- Designed user-centered experiences for customer touchpoints across the platform, including the UX design of the website that resulted in an **increase of 25% website traffic**.
- Partnered with the PO and tech team to integrate user insights in the product sprint for the CRM dashboard for financial advisors, leading to a **20% increase in prospect meetings**.

UX Designer | Design Cult Collaborative
Sep 2021 – Aug 2022 | Noida, India

- Collaborated with a team of PMs and web developers to implement the product strategy for the e-learning platform 'Reroute' in an agile environment, reaching **2500 users in the first 3 months**.
- Redesigned the website UX for Axis Company and its brands after conducting user interviews to understand requirements and pain points, **increasing lead generation by 2x**.

Customer Experience Designer | Studio MESO
Jul 2019 – Sep 2021 | New Delhi, India

- Led the customer experience research (including survey, benchmarking) and design for Pernod Ricard Delhi stores.
- Designed interactive virtual booths for **5+ handicrafts and furniture brands**, winning 2 'Best Virtual Booth' awards.

EDUCATION

Master of Design (M.Des) – Strategic Foresight and Innovation
OCAD University | 2024
Business Design, Foresight, Strategy Development,
Innovation Research Methods, Understanding Systems

Bachelor of Architecture (B.Arch)
School of Planning and Architecture, New Delhi | 2019

ACHIEVEMENTS

2 Best Virtual Booth Awards
IHGF Virtual Fair | 2020, 2021

Top 15% Thesis Projects
School of Planning and Architecture | 2019

PROJECTS

Holistic Progression Network: Future of the financial system | Major Research Project
Explored the transformative potential of AI and decentralized technologies to develop scenarios depicting future economic exchanges that transcend traditional paradigms, resulting in the creation of Holistic Progression Network framework for value exchange and redefining work & education.

SKILLS

Design
Problem Discovery and Definition
Problem-Solving
Service Blueprinting
Prototyping
Systems Thinking
Design Thinking
Written communication
Research documentation and presentation
Decision-making
Cross-functional Collaboration
Teamwork
Stakeholder Engagement
Design workshops
Service Design
Customer Experience Design (CX)
User Centered Design
User experience (UX) Design
Digital product design

Research & Testing
Survey
User Interviews
Contextual Inquiry
Secondary Research
Qualitative and Quantitative Analysis
Ethnographic observation
Diary studies
User Personas
Customer Journey Maps
STEEPV Analysis (Trends analysis)
Causal Layered Analysis
Influence mapping
Workshop Facilitation
Usability Testing

Tools
Figma
Adobe Creative Suite
Business Model Canvas
Google Analytics
Miro
Mural
Jira
Confluence
MS Office (PowerPoint, Excel)