

Jasnoor Dhanoa

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DETAIL-ORIENTED PRODUCT DESIGNER CREATING EMPATHY DRIVEN DESIGNS

- Graduating from BCIT's New Media Design and Web Development program with a focus on **UX Design** and **Brand Development**
- Specialized in creating empathy-driven designs that combine functionality and aesthetics
- 2+ years of experience with **Adobe Creative Suite** and **Figma** for developing assets and wireframes
- Proficient in **HTML**, **CSS**, **Adobe Illustrator**, **Photoshop**, **After Effects** and **Figma**

EDUCATION

Diploma in New Media Design and Web Development Sept 2023 - Present
British Columbia Institute of Technology | Vancouver, BC

Certificate in UX Design May 2023
York University | Toronto, ON

Diploma in General Business June 2022
Douglas College | Vancouver, BC

KEY SKILLS

- Excellent critical thinking and problem solving
- Strong communication and collaboration skills
- Experience in writing and presenting reports
- Attention to detail
- Strong interpersonal skills
- Strong Organisational skills

RELEVANT PROJECT EXPERIENCE

Brand Designer | Kreem | BCIT Oct 2023 - Present

- Developed the brand identity incorporating **graphic design** principles and **brand strategy**
- Created digital assets using **Figma**, **Photoshop**, and **Illustrator** to effectively brand essence
- Designed **product packaging** and **marketing** materials to enhance visibility and recognition

UX/UI Designer | Sustainafarm Charity | BCIT**Jan 2022 - Aug 2023**

- Conducted **user research**, created detailed personas and developed a comprehensive information architecture for the website
- Developed user flows and site maps to optimize website navigation and user experience
- Designed **lo-fidelity** and **hi-fidelity wireframes**, focusing on intuitive interface and accessibility

Brand and UX/UI Designer | Bilo Furniture | BCIT**July 2020 - Jan 2022**

- Created a style guide and logo design for the Bilo project, which is about a furniture company that offers personalized furniture
- Designed wireframes for company website, emphasizing user-centric design principles
- Conducted **user testing** to validate and then refine the design choices to ensure optimal **user experience**

PROFESSIONAL EXPERIENCE**Hostess | The Hartly | Toronto, ON****Oct 2023 - Present**

- Independently managed guest lists and reservations, ensuring smooth daily operations
- Coordinated and updated event schedules, improving overall guest experience
- Performed opening and closing duties, maintaining a high standard of organization

Hostess | Oretta | Toronto, ON**Jan 2022 - Aug 2023**

- Greeted and directed guests, providing excellent customer service in a fast-paced environment
- Managed reservations through the phone and online booking system
- Crafted Italian coffee beverages, contributing to the authentic experience of the Italian restaurant

Barista | Starbucks Coffee | Vancouver, BC**July 2020 - Jan 2022**

- Operated POS system daily, ensuring accurate and efficient transactions
- Trained new baristas, demonstrating leadership and communication skills
- Independently performed opening duties, showcasing reliability and initiative
- Handcrafted coffee beverages, maintaining high quality and consistency standards

LANGUAGES

English (Fluent)

Punjabi (Fluent)