Gurwinder Virk

thevirk.com • g.virk7@yahoo.com • linkedin.com/in/gurwindervirk • 647-904-3774 • ON, Canada

Product Designer with 5+ years working at the intersection of user experience and business outcomes across AdTech, retail, and loyalty. Comfortable owning the full arc from discovery to delivery, influencing roadmap decisions, and shipping work that moves real metrics. Builds with AI, not just alongside it.

PROFESSIONAL EXPERIENCE   Visit LinkedIn or thevirk.com to read more

Product Designer / *Flipp*   June 2023 - Present / Toronto, ON

- Led end-to-end design for a new video ad format, from discovery through production, generating $850k+ in net revenue within the first year, exceeding target adoption by 3x, and performing at 2-3x industry benchmarks.
- Designed and shipped a new ad unit that outperformed the next-best format by 60%, added up to $100k/month in incremental revenue, reduced dependency on an AdTech partner, and unlocked new inventory with publishers who had declined previous formats.
- Independently conducted 40+ unmoderated usability tests to evaluate creative ad concepts, producing findings that informed concept prioritization for the 2026 roadmap.
- Redesigned internal portals to eliminate redundant workflows, reducing Engineering dependency by 100% and increasing operational productivity by 50%, directly supporting annual OKRs.

Senior UX/UI Designer / *Walmart Canada, Blue Labs*   May 2022 - June 2023 / Mississauga, ON

- Led end-to-end design for multiple innovation projects, with 30% adopted into Walmart's core business and 28% advancing through validation, directly shaping future retail tech initiatives.
- Collaborated with strategy, research, engineering, and executive stakeholders to develop data-informed user journeys, JTBDs, and prototypes aligned with both customer needs and business goals.
- Facilitated cross-functional design sprints and ideation workshops, resulting in 20+ product concepts and helping cultivate a more experimentation-driven culture within the org.

UX/UI Designer / *Student Price Card Ltd.*   April 2021 - April 2022 / Vaughan, ON

- Owned the end-to-end design process, including journey mapping, information architecture, wireframing, and prototyping, for a major UX overhaul that led to a 20% decrease in bounce rate on the Web Platform and a 15% increase in Monthly Active Users on the Mobile App.
- Led research efforts to identify critical user pain points, resulting in the creation of an SPC Chrome Extension that improved offer discovery and increased redemption rates by 10%.

AI EXPERIMENTS

Wedfunds / wedfunds.vercel.app   January 2026

- AI-powered wedding budgeting app that helps couples plan multi-event celebrations by starting from either a set budget or a clear vision, then intelligently allocating funds across events and categories.

Chaos Gauge / chaosgauge.com   November 2025

- Alternative visualization of the Fear & Greed Index to help people with limited investing knowledge understand the current market sentiment of three major assets (BTC, SPY, GLD) at a glance.

SKILLS

Strategy & Research	JTBDs, User Flows, User Journeys, UX Strategy, Usability Testing, A/B Testing, Systems Thinking
Design Execution	Rapid Prototyping, Information Architecture, Accessibility, Facilitation, Prompting, AI Fluency
Tools	Figma, Adobe CC, Claude Code, Cursor