

Gurwinder Virk

A **Senior Product Designer** with 4 years of experience and a strong background in Marketing and Design. A problem solver focused on helping people live better and be more in control of their finances. Founding member of Blue Labs, Walmart Canada's first ever innovation incubator.

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PROFESSIONAL EXPERIENCE

Product Designer / Flipp

June 2023 - Present / Toronto, ON

- Led the Product Design of all Flipp's B2B Innovation projects, from **internal tools** geared towards tech scalability, to **enterprise** customer facing **portals** to simplify partners' onboarding to the Flipp platforms.
- Successfully conducted several **A/B testing** iterations to enhance click-through rates on in-app ads by **20%**.
- Turned an **underperforming** product into one of the company's **core offerings** for mid-market customers by taking it from a **-69% to a +5%** engagement rate on flyers, which resulted in a **\$60,000** test investment from a national pharmacy chain.
- Collaborated **cross-functionally** within the Off-App department (Sales, Operations, Analytics, Engineering, Partner Technology). Together we managed to account for **30%** of Flipp's total **revenue growth** in 2023.

Senior UX/UI Designer / Walmart Canada, Blue Labs

May 2022 - June 2023 / Mississauga, ON

- Led 7 projects from initial research to testing phase, resulting in 2 of them being **successfully integrated** into the core Walmart business, 3 being **successfully terminated**, and 2 still being **validated**.
- Built complex, **data-informed** user flows, journeys, JTBDs, personas, wireframes, and prototypes derived by extensive **collaboration** with researchers, strategy team, engineers, external partners, and executives.
- Led a **design sprint** that resulted in the ideation of **20** new and unique product concepts.

UX/UI Designer / Student Price Card Ltd.

April 2021 - April 2022 / Vaughan, ON

- Updated the **User Onboarding Flow**, which led to a **30s decrease** in time required to complete account creation and membership purchase.
- Identified critical **user pain points** through **research** in the form of **surveys** and **interviews**, and designed solutions to solve them.
- Owned the end-to-end **design process** (including journey mapping, information architecture, wireframing, and prototyping) for numerous major UX projects, including but not limited to: **Homepage Overhaul**, **SPCxCI BC Page**, **App Redesign**, and **SPC Chrome Extension**.
- **Worked closely** with multiple teams such as **Creative**, **Marketing**, and **Product Development**, to achieve UX goals.

EDUCATION

BA, Marketing / Sheridan College

January 2018 - April 2020 / Mississauga, ON

- Marketing Faculty Award of Academic Excellence

SKILLS

Technical

Design Thinking
User Personas
User Journeys
User Flows
Information Architecture
Wireframing
Prototyping

Research

Surveys
Interviews
Data Analysis
Usability Testing

Tools

Adobe Creative Cloud
HTML & CSS
Figma
Sketch
Zeplin

Soft Skills

Stakeholder Management
Empathy
Team Player
Problem Solving
Adaptation
Time Management
Detail-oriented