

Simranjit Singh Sandhu

Senior Product Designer

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Professional Summary

- Senior Product Designer with 11+ years of experience specializing in complex Enterprise SaaS and Identity Access Management (IAM).
- A versatile "designer-as-founder" who thrives in high-autonomy, seed-stage cultures by bridging the gap between product management and engineering.
- Proven track record of delivering mission-critical platforms from concept to production in as little as 6 weeks using AI-assisted workflows and first-principles thinking.

UX/UI Design Tools

AI Prototyping: Builder.io, Manus.io, Cursor, v0, Midjourney

Figma, Sketch, Adobe XD

Figma, Lucidchart, Miro, Mural, Jira, Adobe Creative Suite

Analytics & Research

User Research, A/B Testing, Data Interpretation, User Testing, Developer Experience (DX), Prompt engineering for design, SEO Awareness

Core Competencies & Methodologies

Design-to-Dev Acceleration: Expert in AI-led design (Builder.io, Cursor, v0) to bypass manual UI coding and reduce "time-to-glass".

Complex Systems: Specialist in multi-level hierarchy management and scalable B2B architectures.

Inclusive Design: Co-presenter at AccessU 2025; deep expertise in WCAG 2.1/2.2 compliance within highly regulated environments.

Technical Proficiency: Advanced prototyping with HTML, CSS, and JavaScript; architecting design systems from the ground up.

Works Experience

Thales Canada | Ottawa, ON

Senior Product Designer | January 2023 – Present

- **Rapid Product Innovation:** Spearheaded a mission-critical Helpdesk platform from concept to production in 6 weeks. Established a "Rapid Prototyping Framework" that allowed the organization to capture immediate market opportunities.
- **Strategic AI Vision:** Architected LLM-powered IAM workflows to reduce cognitive load for developers, moving beyond standard UX wireframing to solve complex technical documentation challenges.
- **B2B Architecture:** Replaced rigid, flat architectures with a scalable, multi-level hierarchy delegated management system, directly enabling business growth in new market segments.
- **Cross-Functional Leadership:** Partnered directly with Engineering and Architecture leads to resolve systemic usability failures, functioning as a de facto PM to align design with long-term business goals.

CAE Inc. | Montreal, QC

Senior User Experience Designer | May 2021 – September 2022

- **Design System Mentorship:** Led a team of 5 to define UX strategy for 15+ products in a highly regulated aviation ecosystem.
- **Digital Twin (ECHO):** Conducted extensive research for complex data visualization that identified critical interaction gaps early, **saving 5 months of development time.**
- **Process Optimization:** Scaled Lean UX methodologies to bridge the gap between engineering and design, accelerating the release cycle of mission-critical software.

VanillaSoft | Gatineau, QC

UX/UI Designer | July 2019 – April 2021

- Led UX initiatives across three multidisciplinary teams, delivering user-centric features for a sales engagement platform serving over 35,000 users.
- Planned and implemented WCAG guidelines for existing features, improving the platform's accessibility score by **75%** as measured by axe DevTools.
- Developed functional front-end prototypes using HTML, CSS, and JavaScript, accelerating the development hand-off process by **15%**.

TASKtify | Ottawa, ON

UX/UI Designer | November 2018 – June 2019

- Created wireframes, mock-ups, and interactive prototypes for new and existing product features, resulting in a 35% increase in the user satisfaction index.

Grewal Eye Institute | Chandigarh, India

UX/UI Designer | March 2014 – June 2018

- **Product Modernization & Data Strategy:** Spearheaded the end-to-end design and front-end development (HTML/CSS/JS) of a comprehensive EMR ecosystem, transitioning legacy spreadsheet workflows into interactive, real-time admin dashboards that optimized hospital-wide operations.
- **Inclusive Design & Technical Prototyping:** Engineered cross-platform (Desktop, Tablet, and Mobile), responsive solutions for pharmacy and patient education consoles while leading accessibility initiatives through rigorous JAWS/VoiceOver testing and axe-core audits to ensure inclusive healthcare experiences.

Public Speaking & Thought Leadership

Annual Accessibility Conference AccessU 2025 | Austin, TX

- **Co-Presenter:** Led a session on inclusive design for enterprise software, focusing on scaling accessibility within Identity and Access Management (IAM) ecosystems.
- **Accessibility Advocacy:** Showcased strategies for ensuring compliance with WCAG 2.1/2.2 standards across complex, mission-critical product suites.
- **Industry Impact:** Collaborated with specialized leads to conduct deep accessibility audits, positioning product design as a key driver for inclusive user experiences.

Certifications

- Certified **SAFe** Practitioner (SA)
 - Professional Scrum with User Experience (**PSU**)
 - Professional Scrum Master (**PSM**)
- Multiple Certifications from **Interaction Design Foundation (IxDF)** including Accessibility, Service Design, and Information Visualization.

Education

- **Mobile and Web User Experience Design (Honours)** – Algonquin College, Ottawa
- **Web Application Development** – National Institute of Computer Technology, India
- **Bachelor of Arts** – Panjab University, India