

# Simranjit Singh Sandhu

Senior User Experience Designer

[www.simranux.net](http://www.simranux.net)

sandhusimranjit@gmail.com

+1.343.987.2829

## Professional Summary

Senior UX Designer with **11+ years** of experience creating secure, accessible, and scalable digital experiences for enterprise B2B and B2C platforms.

Expert in leveraging **user research**, **analytics**, and **A/B testing** to inform design decisions that align with business objectives and exceed KPIs.

Proven leader in building and **managing robust design systems** in Figma and collaborating with **cross-functional teams** to deliver innovative, brand-aligned solutions in the **identity and access management (IAM)** space.

### UX/UI Design Tools

**Figma (Expert)**, Sketch, Adobe XD  
Figma, Lucidchart, Miro, Mural  
Adobe Creative Suite

### Analytics & Research

User Research, **A/B Testing**, Data Interpretation, **Pendo Analytics**, User Testing

### Core Competencies & Methodologies

Design Systems, Accessibility (WCAG 2.1), Wireframing, Advanced prototyping  
Agile, SAFe, Lean UX, Scrum, User-Centered Design  
Front-End (HTML, CSS, JavaScript)

## Works Experience

### Thales Canada | Ottawa, ON

*Senior User Experience Designer | January 2023 – Present*

Led UX design for Thales's core identity and access management (IAM) products, balancing stringent security requirements with user-centric design to improve usability and align with enterprise business goals.

- Led the **end-to-end UX for SafeNet Trusted Access (STA)**, optimizing [Flexible Authentication Journeys](#) for thousands of daily enterprise users and enhancing resilience with **multi-factor and passwordless** strategies.
- Directed the UX/UI for the **SafeNet MobilePASS+ authenticator (iOS & Android)**, streamlining user enrollment via QR codes and biometrics **and ensuring full accessibility compliance** for screen-reader users.
- Led the end-to-end UX redesign of a core **B2B IAM Delegated management**, replacing its rigid, flat architecture with a scalable, multi-level hierarchy system that simplified complex administration for enterprise clients and unlocked new market segments, **directly enabling business growth**.
  - Drove the design process by conducting a **comprehensive heuristic analysis** to identify critical usability failures in the legacy system, then created detailed **user flows, wireframes, and interactive prototypes** for the new solution.
  - Architected a new information model to **support complex parent-child relationships** and designed novel UI components, including nested data tables, to make managing thousands of sub-organizations intuitive for administrators.
  - Directly addressed critical workflow failures, such as the broken company selector and certificate authentication flows, creating a scalable platform capable of **supporting millions of users** and onboarding enterprise clients previously inaccessible to the business.

## CAE Inc. | Montreal, QC

*Senior User Experience Designer | May 2021 – September 2022*

Led a design team of 5, defining creative direction and UX strategy for over 15 products and services within a highly regulated aviation technology ecosystem, impacting over 100,000 users.

- Championed and **managed a comprehensive design system**, driving brand consistency and accelerating the design and development lifecycle across multiple product lines.
- Drove **organization-wide** adoption of **Agile/Lean UX methodologies**, **training 8 teams** to cut product development and release cycles by several months.
- **Conducted** extensive **UX and accessibility audits using user testing**, translating findings into actionable work items that saved the **"ECHO" digital twin project** an estimated 5 months of development time.
- **Educated designers and developers on inclusive design patterns**, leading to a 70% improvement in product accessibility scores and a 70% reduction in A11y defects through pair programming sessions.

## 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, mockups, and interactive prototypes for new and existing product features, resulting in a 35% increase in the user satisfaction index.

## 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