

# Ageesa Pareek

UX/UI/Product Designer

[ageesapareek.com](http://ageesapareek.com)

I specialize in UX Research & Design and integrating business knowledge with design skills to build user-centred products.

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## Experience

### Prezerv Technologies

#### UX/UI Designer

Nov'21 - Present , Remote

Conducting UX research and providing recommendations for designing the customer-facing website. Working with the developers and assisting on front-end development.

In the next phase, post market validation, my role involve conducting UX research and designing the interface for the MVP

### Tinkti

#### UX/Product Designer

Sept'21 - Present , Remote

Providing UX consultation for designing user-centered products for the startups. Currently working on a project, as a lead product designer, in collaboration with marketing and development team.

Responsibilities involve conducting research, developing concepts and iterating on userflows, wireframes and creating prototypes.

### Design Innovation & Research - George Brown College

#### Student UX Researcher

Jun'21 - Present, Toronto, ON

Conducting user experience research for an information service client for their digital products, and preparing reports with results and insights. Providing and presenting recommendations, for redesigning a user-friendly interface. Research methodologies applied: heuristic analysis , sitemap evaluation, card sorting and usability testing.

### Institute Without Boundaries : Production Charette'21

#### Design Assistant

Apr'21 , Toronto, ON

Collaborated with the Production Team for their "Living and Aging" in place project on connecting UX research and brainstorming on the concept. Assisted in creating assets for the concepts which involved 3D modeling and UI of an interface that is part of the solution.

### Admark Communications

#### Graphic Designer

Dec'17-Dec'18, South Plainfield, NJ

Conceptualized and created digital and print assets for the agency for ad placements on various media.

## Skills & Tools

UX Research

Usability Testing

Heuristic Evaluation

Card Sorting

Adobe Creative Suite

Adobe XD

Wireframing

Empathy Mapping

Figma

HTML/CSS

Problem Solving

Hi-fidelity Prototyping

Autodesk MAya

Photography

Vanilla Javascript

Collaborating

## Education

### George Brown College

#### Interaction Design and Development

Sep'19 - Apr'22 , Toronto, ON

### Gujarat University

#### Accountancy and Finance

Jun'08 - May'11, Ahmedabad, INDIA

Bachelor of Commerce

## Awards & Achievements

### Dean's Honour List

#### George Brown College

All semesters

Recognition for GPA 3.9 - 4.0

### Adobe Creative Jam Winner

Nov'19 , Toronto, ON

4th place out 75+ teams, for design and research for a mobile application on academic integrity