

# Simranjit Singh Sandhu

Staff Product Designer

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## Professional Summary

- Staff Product Designer with **11+ years of experience** specializing in high-complexity **technical platforms and developer tools**.
- Expert in bridging the gap between design and engineering through **advanced prototyping** (HTML/CSS/JS) and **AI-driven workflows**.
- Proven track record in transforming complex technical requirements, from **IAM protocols** to aviation **digital twins**, into elegant, scalable developer experiences.

### UX/UI Design Tools

**AI Prototyping:** Builder.io, Manus.io, Cursor, v0, Midjourney  
**Figma**, Sketch, Adobe XD  
Figjam, Lucidchart, Miro, Mural  
Adobe Creative Suite

### Analytics & Research

User Research, **A/B Testing**, Data Interpretation, **Pendo Analytics**, User Testing, Developer Experience (**DX**), **Prompt engineering** for design

### 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

Staff Product 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.

- **Rapid product launch (Project F1):** Spearheaded the F1 initiative, delivered a high priority product from **concept to production** in an ambitious 6-week print.
- **Bypassing the manual UI development:** Revolutionized the development lifecycle by leveraging builder.io to bridge the gap between Figma and production. **Created crisp detailed frontend**, allowing engineers to bypass manual UI development and focus entirely on API integration.
- **AI & system thinking:** Currently exploring LLM-powered workflows to **automate technical documentation** and simplify complex IAM configuration journeys for developers.
- Led the **end-to-end UX for SafeNet Trusted Access (STA)**, optimized flexible authentication journeys for thousands of users by balancing stringent security protocols (MFA/Passwordless) with user-error prevention.
- Led the **end-to-end UX redesign of a long term (10 months) 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 scalable, multi-level hierarchy system for B2B Delegated Management; managed complex parent-child data models and **role-based access controls (RBAC)** essential for large-scale organizational security structures.

## CAE Inc. | Montreal, QC

Senior User Experience Designer | May 2021 – September 2022

Led design for 15+ products in a highly regulated aviation ecosystem, ensuring compliance with safety-critical usability standards and reducing development rework by 5 months through proactive UX/Accessibility audits.

- **Strategy in Regulated Environments:** Led a design team of 5, defining UX strategy for 15+ products within a **highly regulated aviation technology ecosystem**, ensuring all designs balanced complex operational requirements with safety-critical constraints for 100,000+ users.
- **Digital Twin & Simulation:** Spearheaded the UX for the "**ECHO**" **digital twin project**, focusing on complex data visualization and situational awareness; conducted extensive research that saved 5 months of development time by identifying critical interaction gaps early.
- **Operational Standards & Audits:** **Performed rigorous UX and Human Factors audits**, translating findings into actionable design specifications that ensured compliance with industry-specific usability standards and accessibility requirements.
- **Inclusive Design Leadership:** Mentored 8 cross-functional teams on inclusive design patterns and error-prevention strategies, resulting in a 70% improvement in accessibility scores and a 70% reduction in critical defects through collaborative pair-design sessions.
- **Process Optimization:** Scaled Agile/Lean UX methodologies across the organization to bridge the gap between engineering and design, accelerating the release cycle of **mission-critical software** by several months.

## 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.
- **Front-End Prototyping:** Developed functional front-end prototypes using **HTML, CSS, and JavaScript** to test complex interaction models, directly influencing the final production code and reducing handoff time 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