

AMITOJ SINGH SAREEN

Product Designer & Front-End Developer

amitojsareen.netlify.app · amitojsareen54@gmail.com · (604) 317 - 6294 · linkedin.com/in/amitojsareen · Vancouver, BC

SKILLS

UX / Design: User Research, Usability Testing, Wireframing, Prototyping, Journey Mapping, Persona Development, Heuristic Evaluation, Accessibility (WCAG) Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD) Development: HTML, CSS, JavaScript, React, React Native, Firebase, Responsive Design, Git Other: Human-Centered Design, Qualitative & Quantitative Research, Prompt Engineering, AI-assisted workflows

EXPERIENCE

Team Leader D2D Sales — Rogers Communications Inc. · Vancouver, BC · May 2026 – current

- Led a D2D sales team, developing communication and presentation skills through daily client-facing pitches
- Coached and onboarded new reps, building experience in training and cross-functional collaboration
- Analyzed team performance metrics to identify gaps and improve outcomes

Front-End Developer — Mother Tongue · Vancouver, BC · Jul 2025 – Aug 2025

- Designed a low-cognitive-load interface for new English learners, reducing anxiety and improving engagement through applied UX principles.
 - Collaborated with a back-end developer to integrate React components, ensuring seamless API communication and responsive layout performance.
 - Delivered two fully functional, production-ready pages in 14 days using a rapid design-to-development workflow, accelerating MVP readiness. Tools: Figma · React.js · HTML/CSS · JavaScript · Git
-

PROJECTS

Star Alliance — Mobile UX Redesign · IAT 438 · 6 weeks

- Redesigned the pre- and post-flight mobile experience using mixed-methods research including surveys and usability analysis to identify pain points.
- Iterated on wireframes, user flows, and high-fidelity prototypes with a cross-functional team of 4, maintaining a consistent design system throughout. Tools: Figma · User Research · Usability Testing · Design Systems

Task Tamer — Mobile Learning App for Students with ADHD · IAT 351 · 6 weeks

- Designed a mobile app for students ages 12–17 with inattentive ADHD, grounding all decisions in HCI theory to reduce cognitive overload.
- Developed features including AI task chunking, bionic reading, text-to-speech, and WCAG-compliant color accessibility choices. Tools: Figma · HCI Research · Accessibility (WCAG) · Interaction Design

Get Driving — Dual-Interface App for Newcomers in BC · IAT 333 · 8 weeks

- Led discovery research via ethnography and user interviews to design instructor and student dashboards for newcomers navigating BC's licensing system.
 - Developed wireframes and high-fidelity Figma prototypes, iterating through usability testing to improve navigation and feature discoverability. Tools: Figma · Ethnographic Research · Persona Development · Usability Testing
-

EDUCATION

BA Interactive Arts & Technology — Simon Fraser University · 2021 – 2025 Concentration: Designing for Interactions · Vancouver, BC