

# Mehdeep Dodd

✉ mehdeepdodd@gmail.com   📞 647-267-5698   🌐 mehdeepdodd.com   in mehdeepdodd

## Education

---

### University of Waterloo

Sept 2020 – April 2024

BA in Global Business and Interaction Design

- **Coursework:** Advanced User Experience Design and Research, Ethics and Values in Design, Project Management, Computer Programming

## Experience

---

### UX Designer

Toronto, ON

Metrolinx (PRESTO)

June 2024 – Present

- Lead UX analysis and mockup creation for PRESTO's B2C and B2B website redesign, aiming to boost customer engagement by **20%** and improve usability for over **4.7M** users across the GTA
- Facilitated UX research through focus groups, interviews, and surveys, improving insights by **30%**
- Conducted a comprehensive audit of the PRESTO SaaS website and app, resulting in a detailed web flow library that documents **100%** of customer journey flows.

### Product Designer

Remote

Freelance

Sept 2021 – Present

- Collaborated with clients to understand their business needs and translate them into effective design solutions, delivering **10+** projects across web and mobile products

### UX Research Intern

Toronto, ON

Questrade

May 2023 – Aug 2023

- Conducted **15+** research studies using methodologies such as moderated and unmoderated usability tests, interviews, A/B tests, and card/tree studies
- Managed and streamlined smaller studies on UserTesting.com, accelerating research turnaround by **40%** and enabling designers to quickly integrate user insights.

### UX Design Intern

Remote

Sencha Credit

April 2021 – Aug 2021

- Led a full app redesign, boosting user experience by **30%** through close collaboration with engineers and PMs, A/B tests, and card/tree studies
- Managed and streamlined smaller studies on UserTesting.com, accelerating research turnaround by **35%** and enabling designers to quickly integrate user insights

## Projects

---

### Eco-Explore

[Figma Prototype](#) 

- Conducted user research, created wireframes, and built prototypes for a new mobile app which enables users to travel sustainably while lowering their carbon impact

### 41 Days of Punjabi Letters

[Behance Project](#) 

- Designed unique illustrations for each of the 41 letters from the Punjabi alphabet and launched as an NFT collection on OpenSea

## Skills

---

UX/UI Design, Product Design, SaaS Product Design, Design Systems, Wireframing, Prototyping, UX Research, User Interviews, Usability Testing, Journey Mapping, Design Thinking, Product Strategy, Responsive Design

## Tools

---

Figma, Figjam, Figma Make, Sketch, Adobe CC, Cursor, Gemini, Claude, Lovable, Usertesting.com, HTML, CSS, JavaScript, Miro, JIRA, Agile Methodologies, Usability Principles, Design Accessibility Standards (WCAG)