

Resume

Kirandeep Jattana

Toronto | 1 647 720 4357 | kirandeep14@outlook.com | [LinkedIn](#) | [Folio](#)

SUMMARY

Senior Product Designer with 7 years of experience designing marketplace and SaaS platforms that simplify complex workflows and drive measurable outcomes. Proven record in 0–1 launches (\$7M pipeline impact), AI-driven visualization tools, and design system scaling (–30% turnaround). Skilled in end-to-end product design, research, prototyping, accessibility (WCAG 2.1 AA), and collaborating cross-functionally to increase adoption, engagement, and revenue.

EXPERIENCE

Product Designer - Sonatype

Dec 2021 - Present

Sonatype is a B2B SaaS company that builds tools that secure and automate the software supply chain.

- Designed and launched SBOM Manager, a compliance platform that enabled Fortune 500 clients to meet regulatory needs and generated **\$7M in pipeline within 6 months post-MVP**.
- Created BOM Doctor, an AI-driven visualization tool for dependency graphs, giving developers actionable insights and improving decision-making.
- Redesigned search and browse workflows in Nexus Repository Manager, simplifying navigation across millions of components and improving **task success by 28%**.
- Led weekly user interviews and prototyping cycles in Figma, reducing rework and accelerating time-to-market by **25%**.
- Conducted WCAG 2.1 AA accessibility audits, achieving VPAT certification and unlocking **18% larger public sector deals**.
- Expanded a multi-product design system, reducing design-to-development turnaround by **30%** and improving consistency across products.
- Facilitated discovery workshops with product, engineering, and compliance stakeholders, aligning priorities and delivering high-impact features ahead of schedule.

Product Designer - Scotiabank

Jul 2018- Nov 2021

Responsible for end-to-end design of authenticated banking experience for 8M+ users across app and web.

- Redesigned pre-approved credit card application flows, streamlining eligibility steps and boosting **completion rates by 15%**.
- Ran design sprints for the Scene+ loyalty program integration, accelerating delivery timelines by **20%** and increasing sign-ups by **12%**.
- Conducted usability testing and WCAG reviews on credit card and loyalty flows, raising **CSAT from 78% to 86%**.
- Partnered with Data and Marketing teams to design personalized onboarding journeys, which increased first-time digital adoption by **10%**.
- Maintained and evolved Scotiabank's design system, improving developer handoff and reducing QA cycles by **25%**.

Digital Designer - Minuteman Press

Oct 2016 - Jun 2018

A print and marketing services company serving SME businesses with custom design and digital solutions.

- Built and optimized responsive websites for SMBs, increasing online traffic and visibility by **20–35%**.
- Designed and launched a custom directory platform for an international client, boosting site engagement by **40% in 3 months**.

- Delivered brand identity systems (logos, typography, color), ensuring cohesive cross-channel marketing.
- Streamlined print production workflows, reducing turnaround times by 25% and increasing repeat business.

UX/UI Design Instructor - CCBST

May 2016 - Jun 2018

A private career college offering diploma programs in design, technology, healthcare, and business.

- Designed and taught UX/UI curriculum with real-world case studies, preparing students for industry roles.
- Mentored students in design critiques and portfolio storytelling, boosting job readiness and confidence.
- Updated coursework with evolving industry tools and accessibility standards.
- Conducted portfolio reviews using heuristic evaluation to improve storytelling and case study quality.

SKILLS

AI & Data Tools: AI-Assisted Design, LLM in UX, Data Visualization, Gainsight PX

Collaboration & Tools: Confluence, Figma, GitHub, Google Analytics, Jira, Miro

Design & Research: End-to-End Product Design, Information Architecture, Ideation, Interaction Design, Journey Mapping, Prototyping, Usability Testing, User Experience, User Testing, UX Research

Design Systems: Accessibility (WCAG 2.1 AA, VPAT), Component Libraries, Figma, Multi-Product Systems

Development Knowledge: Developer Experience Design, HTML5 & CSS3

EDUCATION

Adv. Diploma in Software Engineering – Centennial College 2016

B.Tech in Information Technology – Punjab Technical University 2014

CERTIFICATIONS

Visual Design Bootcamp – Memorisely 2025

UX research & strategy – UXforFreelancers 2023

Intro to UX design – CareerFoundry 2020

REFERENCES

Available upon request