

# JASTEG CHOPRA

## UI/UX DESIGNER | PRODUCT DESIGNER

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 [Jasteg Chopra](#)

 [Portfolio](#)

### SUMMARY

UI/UX Designer with 3 years of experience in SaaS product design. Skilled in user-centered design, wire-framing, prototyping, and usability testing. Adept at collaborating with teams to deliver impactful & meaningful solutions that enhance user satisfaction and drive business growth.

### PROFESSIONAL EXPERIENCE

Creative Design Specialist - UI/UX | Penthara Technologies

Jan 2025 - Present

- Led end-to-end UI/UX design processes, including user research, wire framing, prototyping, and usability testing for 25+ projects.
- Collaborated with cross-functional teams simultaneously to implement design systems, improving efficiency and ensuring design & brand consistency across multiple projects.
- Responsible for leading a design team of 5 members, overall design tasks & projects of the firm.

Creative Design Associate | Penthara Technologies

Jul 2023 - Jan 2025

- Assisted in designing user interfaces for Teams Apps, focusing on creating intuitive layouts and enhancing usability.
- Coordinated in user testing and validation, ensuring compliance with industry standards.
- Designed and structured the social media brand identity, including templates and guidelines, to ensure consistent branding across platforms.

### PROJECTS

PlanetAble Travel Website - Accessible & Inclusive Travel All (Project Lead)

- Delivered a travel and tour website tailored for disabled individuals and people with special needs. Ensured full compliance with WCAG standards to create an accessible and inclusive online experience, enhancing usability and engagement for a diverse audience, leading to ~50% increase in site traffic & roughly 50% increase in customer conversion.

Penthara Technologies Website Revamp (Lead Designer)

- Led a complete redesign of the company website, enhancing user experience, visual appeal, and navigation flow. Implemented responsive design principles to ensure seamless performance across devices, resulting in improved user engagement and 40% increase in site traffic.

Legacy Approval System for a Leading US Biotech Company (Lead Designer)

- Designed an application for the firm, automating the approval process for incentive compensation documents. The solution streamlined workflows, reduced processing time by ~50%, and enhanced compliance, resulting in significant operational efficiencies.

### SKILLS & TOOLS

|                   |                    |                   |                |
|-------------------|--------------------|-------------------|----------------|
| Prototyping Tools | Interaction Design | Accessible Design | Design Systems |
| User Research     | Visual Design      | Responsive Design | Generative AI  |
| Figma             | Adobe XD           | Framer            | Sketch         |

### CERTIFICATIONS & ADDED SKILLS

- **Certifications:** Brand New Brand, Introduction to Typography & Fundamentals of Graphic Design - California Institute of the Arts, UI/UX design course by Gary Simon.
- **Added Skills:** Video Editing & Graphics for Social Media, Branding, Event Branding, Company Physical and Digital Stationary, Content and Blog Writing, Presentations and Pitch Decks.