



# Gurnisha Rehal

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## DESIGN EXPERIENCE

### UX Researcher - YOUTUBE CREATOR STUDIO Sept. 2024

*Academic Team Project*

- Conducted user testing by facilitating multiple interviews of current users, successfully uncovering behaviours, patterns and challenges.
- Analyzed qualitative data from interviews by coding text and performing thematic analysis, informing the development of potential features.
- Organized findings into a comprehensive report, highlighting core usability issues, visualizing survey results through graphs and incorporating user quotes, resulting in an efficient design intervention.

### UX Researcher - HACKATHON HELPER APP Jun. - Jul. 2024

*Academic Team Project*

- Ideated and storyboarded interface solutions including feedback and mentor referral features, which were implemented in the final prototype.
- Developed copy for the application's onboarding process by focusing on user-centric language, successfully streamlining the user's task flow.
- Prepared script dialogue and scenario-based tasks for usability testing by using concise verbiage, leading to productive interviewing sessions.
- Conducted affinity mapping from test results to uncover new insights, which were successfully used to revise designs for the final proposal.

### UX Designer and Researcher - COOKPAD Oct. - Dec. 2023

*Personal Passion Project*

- Researched company values and business goals to create branding guidelines that helped maintain a consistent visual identity throughout the optimized platform.
- Analyzed qualitative and quantitative data obtained from online user interviews and web analytics to identify frictions in meeting user goals and pinpoint the objectives for the redesign.
- Conducted competitor analysis and investigated user reviews on competing platforms to unravel effective and preferred user journeys, inspiring the final integrated ingredients feature.
- Designed a new step-by-step personalization feature to adhere to unique cooking practices which were translated into low fidelity wireframes and high fidelity mockups in Figma to visualize the user flow.

## RESEARCH SKILLS

- Qualitative Research
- User Interviews
- Usability Testing
- Surveys
- User Flows
- Storyboarding

## TECHNICAL SKILLS

- Figma
- Miro
- Illustrator
- Photoshop
- Premiere Pro
- HTML/ CSS

## EDUCATION

### Bachelor of Science, Interactive Arts and Technology

Simon Fraser University

Expected Graduation Dec. 2025

## WORK EXPERIENCE

### Product Demonstrator

Club Demonstration  
Canada, Costco Langley

Jul. 2021 - Present