

JAPNEET KAUR

Undergraduate Student at PEC

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EDUCATION

Punjab Engineering College

Bachelor of Design, CGPA: 9.06

2023 – 2027

Chandigarh, India

SGGS Collegiate Public School

Class XII (CBSE), Percentage: 91%

2021– 2023

Chandigarh, India

Strawberry Fields High School

Class X (ICSE), Percentage: 97.2%

2010– 2021

Chandigarh, India

EXPERIENCE

UX Design Intern | Netsmartz

June 2025- Present

- Collaborated **cross-functionally** with product, engineering, and business teams to enhance the caregiver app for **45,000+** users, boosting customer satisfaction to **95%**
- Designed user journeys, wireframes, and assets in Figma, aligning with **business KPIs, product strategy, and client needs**
- Developed visual documentation and process flows to improve **stakeholder communication** and **cross-team execution**

PROJECTS

Kheti Bazaar | An app for farmers to sell crops directly to consumers

- Conducted user research and interviews to identify customer pain points, define user personas, and develop a **market-focused** problem statement for a mobile **Agri-tech platform**
- Designed and prototyped the end-to-end application using design thinking, progressing from low-fidelity wireframes to a final UI aligned with **product goals** and **user experience strategy**

Walk in My Shoes | An app for Empathy-Driven Experience Sharing

- Designed a mobile app prototype for users aged **16–30** to foster empathy by exploring real-life narratives from marginalized communities through interactive storytelling.
- Conducted qualitative research with **12 participants** across **3 underrepresented user segments** to inform accessible, inclusive interface design using **Figma**

Colly | Student driven startup, A gamified peer-to-peer delivery app designed for campuses

- Prototyped the app on Figma and defined the app's **visual language** and style in close collaboration with developers, providing clear communication to ensure precise coding and implementation

SKILLS AND INTERESTS

- **Programming & Front-End:** Python, JavaScript, HTML, CSS
- **Design Tools:** Figma, Adobe Photoshop, Illustrator, InDesign, Firefly (Generative AI)
- **Soft Skills:** Strong interpersonal communication skills, Efficient Team Player, Problem solving abilities
- **Interests:** Debating, Public Speaking, Yoga, Networking, Art

POSITION OF RESPONSIBILITY

Executive Body Member | Speaker's Association and Study Circle

- Spearheaded sponsorship acquisition and managed marketing operations as part of the core team for PEC's flagship events—**TRIVIAM, PECMUN, and VERVE**—each attracting nationwide participation
- Mentored **150+ students** in parliamentary debating, conducted workshops that led to improved skills, enhanced confidence and noticeable achievements

Subhead | Orientation 2024

- **Branch In Charge** for **Orientation 2024**, provided guidance and mentorship to a cohort of 30 new students

Subhead | PECFEST 2024

- Strategically led alumni outreach efforts as the Subhead of **Alumni and Industrial Relations Committee**, that resulted in significant financial contributions, playing a pivotal role in the fest's success

CERTIFICATIONS

- Google UX Design, Coursera

ACHIEVEMENTS

- **Runners up** at the Muntazar PD 2024 and Zeitgeist PD 2024, Hosted by Chitkara University and IIT Ropar respectively
- **Participated** in Taiwan International Student Design Competition 2025
- **Winner** and **Best Speaker** at Intra PEC PD, 2023
- **Awarded** the Certificate of Achievement by the University, in recognition of the contribution made to cultural activities