

# SURMEET GILL

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## EDUCATION

### Arizona State University

Masters of Science in User Experience Design

**Tempe, AZ**  
*Graduating December 2026*

- Relevant Coursework: Usability and UX, Advanced UX/UI Design, Foundations of Human Systems Engineering, Methods and Tools in Human Systems Engineering, Cross-Media Design Solutions, Creative Team and Process Workflow, Technical Communication

### University of Michigan

Bachelor of Arts in Economics

**Ann Arbor, MI**  
*December 2019*

- Concentration in probability and statistics, microeconomics, and economic theory

### Dribbble Product Design Course

*July 2023*

- Project-based, collaborative intensive user experience design bootcamp

## RELEVANT EXPERIENCE

### Lit Teen Social, Client UX Project

UX Researcher and UX Designer

**Remote**  
*February 2026 - May 2026*

- Established a stronger verification process to enhance onboarding clarity and improve trust and safety with parents and teen users
- Conducted and synthesized findings from journey mapping, task analysis, and usability testing to guide research-backed design decisions and identify friction in the user experience
- Collaborated on the redesign prototype of core and secondary features, helping organize supporting features and global chat to create a clearer product structure
- Led weekly client meetings to gather feedback, communicate progress, and align design decisions with stakeholder goals

### UI Solutions Group

Consultant II

**Chicago, IL**  
*April 2020 - April 2023*

- Designed and deployed UI Planner, UI Solution Group's proprietary software, to craft custom regulatory software solutions tailored to utilities client needs
- Implemented UI Planner, for two external clients, across 10 state jurisdictions, to fully automate regulatory commissions process including the rate case filing
- Built logic for calculations that loop over integrated client data and produce automated reports to build regulatory rate cases that work cross-functionally between UI Planner and Excel
- Managed client relationships by effectively translating complex technical concepts to business stakeholders through clear, concise presentations, ensuring client retention and satisfaction through full solutions implementation lifecycle
- Trained new consultants on UI Planner navigation and workflows, enabling them to implement ERP software across client projects

## PROJECTS

### FigBuild Design-a-thon Project, Scentral

*March 2026*

- Designed a speculative health and wellness tool that visualizes scent-based sensory data to help users identify emotional and physiological patterns
- Collaborated with a cross-functional team to define the product concept, user needs, information architecture, and core app features
- Created storyboards and interface concepts in Figma to communicate and define real-time alerts, historical patterns, and wellness insights

## SKILLS AND INTEREST

**UX Methods:** Usability Testing, Journey Mapping, Task Analysis, Heuristic Evaluation, User Personas

**Design:** Information Architecture, Prototyping, Wireframing, Technical Design Systems

**Programs:** Adobe Creative Suite, Figma, Balsamiq, Photoshop, Excel, R, SQL, Basic C++

**Languages:** English, Spanish, Punjabi, Spoken Hindi, Basic Persian

**Additional Interests:** AI Research Project at University of Michigan, UX Design, Reading, Traveling