

Supreet Kaur

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PROFILE

UX/UI Designer & Digital Product Specialist with experience leading cross-functional teams across design, development, and marketing.

Currently working as Marketing Head, driving end-to-end digital strategy, including UI/UX, website development, automation, and multi-channel campaigns.

Proven track record of building scalable platforms (Shopify), improving user experience, and implementing systems that enhance efficiency and business performance.

Available immediately for UK-based hybrid roles.

CORE SKILLS

UX/UI & Design: Wireframing, prototyping, responsive & accessible design

Front-End: HTML5, CSS3, JavaScript, Bootstrap

Platforms: Shopify, Magento 2, WordPress

Tools: Figma, Adobe XD, Photoshop, Illustrator

Programming: PHP, Python, Django

Marketing: PPC, SEO, Email, LinkedIn, Google Analytics

PROFESSIONAL EXPERIENCE

Marketing Head

New Way International, Feb 2026 – Present

- Lead and manage cross-functional teams, including SEO, development, and graphic design, to deliver cohesive digital strategies
- Own UI/UX strategy and execution across multiple brands, including *Boxedtech* and *Refurby*
- Designed and built Refurby Shopify store from scratch, including UX, UI, and performance optimisation
- Led UI/UX design improvements for Boxedtech, enhancing usability, structure, and brand consistency
- Implement automation systems and third-party integrations to streamline operations and improve website functionality
- Manage multi-channel digital marketing campaigns (PPC, email, LinkedIn, WhatsApp)
- Ensure brand consistency and performance optimisation across all digital platforms

- Collaborate with stakeholders to align business goals with design, development, and marketing execution
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Web Administrator

Car Audio & Security, Dec 2023 – Feb 2026

- Built responsive web applications and automated **Shopify stock integration**
 - Developed internal tools (shop ticket system), reducing manual work by **70%**
 - Improved UX and consistency across multiple e-commerce brands
 - Worked across Shopify and Magento 2 environments
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Web Designer / Front-End Lead

University of Buckingham Students' Union, Sep 2023 – Jul 2024

- Led website rebrand, improving usability and engagement
 - Designed wireframes, prototypes, and responsive UI systems
 - Trained internal team on CMS usage and content management
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Speech Recognition Project (MSc)

Zizo Technology, Aug 2022 – Dec 2023

- Built a **speech recognition system** using Python & NLP
 - Designed intuitive UI for non-technical users
 - Focused on usability and accessibility
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Web Administrator

Gurudwara Sri Guru Singh Sabha, Slough, Nov 2022 – Mar 2023

- Rebranded website and improved visual identity
 - Redesigned matrimonial platform, increasing engagement by **60%**
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Web Designer

Raze Graphix, India, Jul 2021 – Mar 2022

- Developed interactive educational web-based games
 - Designed responsive interfaces for multiple subjects and age groups
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SELECTED PROJECTS

- [Soul and Mind](#) – PHP website with CRM for events and case studies
 - [UK Learning Solutions](#) – 15-page training platform with course management system
 - [Gadgetology](#) – Shopify e-commerce store with UX optimisation
 - [Tidal Building Services](#) – SEO-focused portfolio website
 - [Dastaar Wale Caterers](#) – WordPress site with custom branding
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EDUCATION

MSc Applied Computing – University of Buckingham (2022–2023)

B.Tech Electronics & Communication – GGSIPU, India (2015–2019)