



Hey! My name is


 lefeeza.com

Purnima Mehta

 me@lefeeza.com


Experience

UX Designer

 Nokia Corp.
Sept 2023 – Present


I'm creating a motion library in the Nokia Design System, building templates for advanced prototyping, and I'm expanding component libraries and documentation based on research that I conduct.

Founding Designer

 Spingle.ai
Feb 2023 – Present

I'm designing the company brand and visual identity. I establish design requirements based on insights from user research and usability tests.

Officer

 Canadian Forces
Sept 2020 – Present

I mentor my team to manage the delivery of the cadet program, and oversee that resources are used in an effective and economical way.

Project Lead

 Blueprint
Sept 2020 – Jun 2022

Volunteering for not-for-profits, I collaborated with a team of engineers as the sole designer. I redesigned and tested the UI to improve key user touchpoints.

UX Analyst

 WSIB
May 2021 – Aug 2021

I co-led the design of 50+ interactive screens for web and native iOS. I conducted research: interviewed employees, analyzed findings, and led conversations with legal and privacy to identify design limitations.

Skills & Tools

Design

UX/UI Design
Design Systems
UX Research
Interaction Design
Visual Identity

Product

Product Strategy
Market Research
Data Analysis
Competitive Analysis
Community Building

Software

Figma
Miro
Protopie
Procreate
Adobe CC

Education

Candidate for Master's

Specialization in UX
University of Toronto
June 2024

Bachelor of Information

High Distinction
University of Toronto
June 2022