

# SR. LEAD UI DESIGNER

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## Hello Everyone!

I am a senior lead UI designer with 10 years of combined professional experience in Animation, UI and Graphic Designing.  
I like work which challenges me to push my boundaries and explore new avenues.

## Focus

UI Design, Animation, Graphic Design

## Skills

Photoshop   
Illustrator   
Flash   
After Effects

## Clientele

Times Now, ET Now, ICICI Pru, CRM Next, Axis Avatar, Auction Energy, Chotukool, Staples, Covacsis, POP TV, Printstop, VU Clip

## Awards

Fractal Keystone & Most Dependable Award

## Interests

Meditation, Reading, Movies

## Portfolio Link

<https://marvelapp.com/1h49344>

## PROFESSIONAL EXPERIENCE

### Fractal Ink Design Studio 2014 - Present

Sr. Lead UI Designer

I collaborate with project teams to create user-freindly and intuitive application interfaces and websites for users. Working since the initiation of project, i create rough mock-ups that are refined and extended over many iterations.

### Hivemind 2011 - 2014

UI Designer / Animator

Worked with digital agencies, creating rich media experiences for online ad campaigns.

### Voila Media 2010 - 2011

Senior Designer / Animator

Lead a team of designers and animators for creating learning modules and websites for companies such as TATA Motors, Mahindra & Mahindra, Eureka Forbes etc.

### Epigram Digital 2005 - 2010

Senior Designer / Animator

Was responsible for designing web spaces for entertainment properties. My client roster included Sony Pictures India, UTV Motion Pictures and Popcorn Entertainment to name a few. My individual clientele list comprises of site development for industry stalwarts in their own respective fields ranging from music

maestro A. R. Rahman, to Bollywood's very own Ajay Devgan and Global fashion icons, Abu Jani Sand-

### Red Designs 2003 - 2005

Designer / Animator

Worked as a junior designer and animator, responsible for creating e-learning modules for MSN, Glaxo, Recreate Solutions. Designed websites, presentations and other advertising collaterals in rich-media

## EDUCATIONAL QUALIFICATION

### Diploma in Multimedia 2002

Arena Multimedia

### Bachelor of Commerce 2002

Mumbai University