

Viral Christian



USER EXPERIENCE
DIGITAL INTERACTION
CREATIVE VISUAL / GRAPHIC

DESIGNER

9974212063 | viralraymond@gmail.com | www.linkedin.com/in/viral-christian-b0812451

Ahmedabad, India

“

Passionate for designing User Interfaces, understanding a user scenarios, while designing a user flow, ability to manage multiple projects and creating high quality concept graphics. My experience includes core concept development, storyboarding, and website's creative content designing by using Visualization, Mind-mapping and analytical skills. With 10+ years experience working as a qualified UI/UX Visual Designer, I have worked with a variety of companies locally and internationally holding multiple titles in all design domains, designing and producing quality digital designs. Offering unique Interaction for each client is a major strength, with effective visual communication driving brand recognition and customer response.








EDUCATION & AWARDS

1998	Matriculation from GSB, India , Scored Grade A
1998- 2003	Fine Arts (Commercial Design) R V Shah College of Fine Arts, State Exam Board, Gujarat.
2001	Got awarded in Portrait Drawing by the College.
2004-2006	Completed Interactive course in Multimedia from Arena Multimedia. (Illustration, Visual Design, Video & Audio Production)
2009-2010	Completed Diploma in Business Management from College of IT and eCommerce.
2015	Got Selected as Best Web Designer by Webneel Design Portal. http://webneel.com/best-website-designers-india
	Achieved 7.5 Bands in IELTS, International English Language Testing System.

CRITICAL UX SKILLS

Curiosity	As a UX designer I do have strong interest in the unknown.
Empathy	I do have urge to identify with the needs and feelings of other people.
Critical Thinking	I find it alluring to question assumptions, and analyze problems deeply.
Collaboration and Communication	Worked with many stakeholders - including users, product managers, and developers.
Research and Analysis	Love to investigate user needs and competitor products through structured quantitative & qualitative research.a
Designing for Development	Profound understanding of how to create designs that mesh with development best practices.
Organizing (Information Architecture)	Passionate to connect dots to prioritise and organise complex sets of information.

SOFTWARE SKILLS

80%	70%	80%	65%	80%	75%	65%
 Adobe Photoshop	 Adobe Illustrator	 Adobe XD	 Adobe InDesign	 Invision Prototype	 Sketch Prototype	 Figma Prototype

WORK BACKGROUND

UX - Interaction Design Lead | Commerce Pundit Technologies | June 2017 to December 2019

Looked after Brand aspects and overall user experience through multiple domains and touch points of eCommerce segment.Researching and tracking new advancements in Mobile / Web design patterns to increase click through rate.Created wireframes and UX/UI process design for the product. Designed User Interface and produced final design assets for Mobile / Desktop / Web. Contributing in high-level strategic decisions with the rest of the teams.Responsible for desirable user experience of eCommerce portal, Increasing ROI through enhanced experience & better Usability of the product.Collaborated with engineering team to define and implement innovative solutions for the product direction, visuals and user experience. Presented and defend designs and key milestone deliverable to peers and executive level stakeholders. Optimizing User Experience through clear content, simple navigation and dynamic design.Conceptualized original ideas that bring simplicity and user friendliness to complex design roadblocks.

UX - Product Design Lead | Siya Infotech | January 2014 to June 2017

Created Application (POS) flow design and rapid sketch for early concepts, demonstrations, prototypes and enhancements to existing application focused on shop owner's experience. Actively engages in the concept, design, and execution phases of innovative projects across an array of interactive media – including but not limited to wire frames, user persona, card sorting and visual design. While working here, I believed Virtual prototypes will drive customer feedback which propels subsequent prototype iterations until a solution design can be selected and enter product development. Attention to detail in all facets of visual design is fundamental to enable the connecting UI/UX technology with product marketing needs.

Sr. Web Designer | iMobDev Technologies | December 2010 to December 2013

Collaborated with Design team and developers to define and implement innovative mobile app solutions, with stunning yet relevant visuals and experience. Execute all visual design stages from concept to final hand off to developers. Created wire frames, storyboards, user flows, process flows and site maps to communicate. Drive the UX/UI design with a focus on branding, usability and ensure visual coherence effectively. Developed mockups and prototypes to effectively communicated interaction and UI visual design ideas. Delivered pixel-perfect UI elements.

Sr. Visualiser, Graphic Artist | Digital Edge - Kinshasa - Congo | December 2007 to January 2009

Developed graphics for product illustrations, logos, and design elements for large format Printers. Advised clients on strategies to reach a particular audience. Determined the message what the design should portray. Created stunning visuals-images that identify a product or convey strong message. Presented the design to clients and the Art Director. Incorporated changes recommended by the clients into the final design. Reviewed designs for errors before printing and publishing them.

Visualiser, Graphic Artist | Cosmo Advertising - UAE | August 2006 to December 2007

Worked closely with designers and Art Directors to design visual templates and execute print-ready files.Provided support & coordination to multiple areas such as Brand Marketing, Signage, Social Media Marketing. This includes working with the team on the directive and all store communications. Assist with maintenance and updates to a variety of templates and identity standards. This includes translations and adjustments that come in for Global needs.Worked on brand style guides, signage process charts. Monitored file guidelines, naming convention protocol and file sharing processes. Enforced consistency of brand standards.This includes organisation of used logos, fonts, store images. Maintained seamless flow of the signage process in terms of requests, execution, approval, printing.

I, Christian Viral hereby declare that with an opportunity given to serve in your organization, I will put my full zeal and enthusiasm to bring out fruitful results and shall work with colleagues in cooperative, hardworking and optimistic, friendly yet responsible and confident employee. Also I acknowledge that all the details furnished above are true to the best of my knowledge and belief.


Viral Christian