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# UI/UX Design A smart, high-energy technocrat with a successful background in setting a direction for major systems to establish and transform service delivery excellence in User Interface and User Experience Design platforms.

# Profile Summary:

* A result-oriented professional with extensive experience of 14+ years in multiple phases of UI/UX Design.
* Operated as Delivery In-charge of the projects and managed 5 Plus resources in a team.
* Understanding in managing projects & programs involving projects’ baselines, gathering requirements to ensure satisfactory executions.
* Delivered High-Level User Experience Design wireframing, mockups, and workflows for various clients.
* Expertise in planning project activities such as Scrum(Agile) framework activities.
* Implemented several project plans within set budgets and deadlines; performed on‐site and offsite tasks within a project, including the design, specification & integration of software products
* Team-based working style coupled with the passion to improve individual performance with exceptional negotiations, persuasion & servicing skills

**IT Skills:**  
**Web Technologies** : HTML5, CSS3, Bootstrap, WordPress (Basic knowledge in Angular, React)  
**UX :** Adobe XD, In Vision Studio, Figma  
**Designing** : Adobe Photoshop, InDesign, Illustrator  
**Management** : Azure DevOps, Digital Marketing, and MS Excel   
**CRM** : Zoho CRM, Form, Mail templates, Campaign Automation and Flow creation  
**Life cycle Tools** : Visual Studio code   
**Operating System** : Windows 10

# Additional Skills

* Proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint).
* Familiar with Agile (DevOps) software development methodology.
* Business Analytic knowledge in Ag Technology.
* Scrum experience in mobile apps.

# Expertise:

* Responsive layout using **HTML 5.0**, **CSS 3.0 and WordPress (Knowledge in Angular, react)**.
* Promotional materials (**Adobe Photoshop CC, Illustrator CC, InDesign CC)**
* Presentations preparation by using **Microsoft PowerPoint**
* Develop wireframes and prototypes in **Adobe XD, In Vision, and Figma**
* Work with **UI designers** to implement **attractive designs**
* Listen to team members’ **feedback and resolve any issues or conflicts**
* Suggest and organize team-building **activities.**
* Up to date with the **latest UI trends, techniques, and technologies**.
* Strong **typography, layout, and visual design skills.**
* Effective time management and ability to prioritize tasks.

# TOTAL WORK EXPERIENCE (14+ years):

**C2S Technologies – Senior UI/UX Designer**  
April 2019 – Present

**Roles and Responsibilities**

* Develop business planning using requirements such as scope, processes, alternatives, and risks.
* Analyse the client’s business fundamentals and processes through document analysis, meetings, workshops, and a workflow analysis.
* Conduct the testing including functional, regression, user acceptance, integration, and performance to verify the client’s needs are met.
* Communicate client’s business requirements by creating easy-to-understand data and process models.
* Establish the look and feel for various interfaces, including websites, mobile devices, apps, and wearables
* Design user-cantered interaction models, wireframes, or screen mock-ups
* Design logos, icons, and infographics
* Have basic coding knowledge so they can work together with coders
* Planning digital marketing campaigns, including web, SEO/SEM, email, social media, and show advertising
* Managing our social media presence across all digital channels.
* Measuring and communicating on the performance of all digital marketing campaigns

**Environment:** HTML, CSS, Angular, Adobe XD, Adobe Photoshop, Adobe Illustrator and Adobe InDesign

**Knowledge gain:** Ionic Angular, App Creation, Shopify, Azure DevOps, Scrum master, Agile and Business Analyst

**OI Digital –UI Designer**  
Dec 2018 –March 2019

Developing concepts and, creating graphic design solutions from concept through to completion. Magazines designing

**TECH STAR GROUP** – Senior UX/UI Designer (Senior Digital Designer)  
April 2016 - November 2018

Responsible for developing and creating the design for a wide range of online campaigns. Developed interactive consumer high interactive content.

* Researching and evaluating usability and Creating information along with the flow of digital solutions.
* Work closely with Business Groups, and Development team to align designs with the overall product and business strategy
* Worked with Product Engineering Team and created mock wireframes, clickable prototyping, and designs
* Providing accessibility guidelines and usability standards.
* Working collaboratively with product managers and leadership to make hard decisions about what to prioritize from the UX/UI design perspective.
* Understand target users deeply, by using Adobe extracting the HTML and CSS
* Highly proficient in Adobe XD Clickable Prototyping, and Photoshop.

**Environment:** HTML, CSS, Angular, Adobe Photoshop, Adobe Illustrator and Adobe InDesign

**TECH MAHINDRA** – Digital Designer (Senior Subject Matter Expert)  
May 2010 - March 2016

As a Senior Principal UX Designer was responsible to achieve a business goal while being involved in one-on-one user interviews, wireframe\prototype designs, user flows, visual design, user interface design, page interactions, logo design.

* Developed project standards and processes for UI design for developers
* Coordinated with various teams including the marketing and developer team
* Coordinated with directors/stakeholders to decide on business goals

**Environment:** HTML, CSS, Angular, Adobe Photoshop, Adobe Illustrator and Adobe InDesign  
**Knowledge gain:** Digital Material creation, HTML, CSS and jQuey

**EYANTRA INDUSTRY LIMITED – Senior Graphic Designer**   
October 2009 to April 2010

* Professional experience as an interactive Web designer/user experience designer; expertise in human-computer interaction
* User experience design skill set, and a working understanding of web application technologies
* Professional portfolio of design that demonstrates creativity, problem-solving, and ability to ship

**Environment:** HTML, CSS and Adobe Photoshop

**ILABS GROUP**June 2007 to Oct. 2009  
**Ochre-Media Pvt. Ltd. (Part of ILABS Group) – Visualizer and Designer**Developing concepts and, creating graphic design solutions from concept through to completion. Magazines designing.  
Products: Asian Hospital & Healthcare Management, Pharma Focus Asia, and Auto Focus Asia

**Visage Media Services Pvt. Ltd. (Part of ILABS Group) – Production Executive**Image color correction and visual creations.

**Environment:** Adobe Photoshop, Adobe Illustrator, and Adobe InDesign

**Academic qualifications**2006 - Bachelor of Commerce (B.Com)  
1996 - Intermediate (MPC)  
1993 - School of Secondary Certificate

**Awards**Best Designer (Ochre-Media)ERA Award 2012 (R & R) (Tech Mahindra)  
SPOT Award 2015 (Tech Mahindra)  
Associate of the Month 2015 (Tech Mahindra)

Date:  
Place:

(Ayodhya Pendem)