



Barkha Mandhana

UI/UX Designer

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About:

As a UI/UX designer, I bring a unique blend of diverse educational and professional experiences. With an MBA in Finance, I initially delved into the intricacies of financial systems. My journey took an unexpected turn when I ventured into the FinTech as an implementation engineer. It was there that I uncovered my passion for software and its potential to transform user experiences. I pursued a master's degree in UI/UX design to leverage my skill set to create impactful digital experiences

WORK EXPERIENCE:

Implementation Engineer Sapiens, Bangalore, India March 2019 – March 2022

- Acted as a liaison between end users and developers, by bridging gaps for understanding user needs and translating them into intuitive design solutions.
- Streamlined user workflow with a clear interface design to meet customer needs effectively.
- Leading business discussions and interacting with seniors helped to comprehend analytical requirements and deliver user expectations into bug-free user-centered design interfaces.
- Presenting solutions to customers to communicate and gather feedback on design rationale.

Management Trainee (Intern) Skillfirst Digital PVT LTD, India March 2018 – May 2018

- Designed finance application to show stock insights to help customer with analysis.
- Performed quality checks to validate and verify use cases to help with seamless user experience.

PROJECTS:

Furry Heaven - Mobile App Design

- Outlined existing user steps to hire a pet sitter as a mind map which resulted in selecting search as first user story to solve.
- To understand pet industry, performed competitive analysis and identified gaps in existing solutions.
- Designed and tested workflows for hiring pet sitter with flexibility such as day care, dog walk etc.
- **Museum - Website design**
- Implemented code in HTML to create a webpage and linking pages as per the site map resulting in a content-rich website.
- Implement a style guide using CSS and Javascript to add a carousel for pictures and the ability to zoom in on images to create a visually captivating and user-friendly website.
- Chose colors and typography to show an immersive museum experience that resonated with diverse audiences.

Healthylicious - Food App Design

- Researched surveys and netnography to gather valuable insights about user food habits.
- Conducted user testing to validate use case using medium fidelity wireframe with different personas.
- Analyzed testing data to improve designs and achieve early validations.
- Developed interactive wireframes and prototypes for seamless collaboration with developers.

Restaurant - Rebranding

- Performed thorough research on business, mission, and vision of restaurant for foundation of design.
- Crafted impactful designs for advertisements, and merchandise to increase audience reach.
- Designed website and iPad app to enhance food ordering efficiency and online presence.

EDUCATION:

MA Interaction & UI/UX Design	Academy of Art University, San Francisco	2022-2024
MBA Finance	ICFAI Business School of Hyderabad, India	2017-2019

TOOLS:

Figma, Illustrator, HTML, CSS, Photoshop, Premier Pro, InDesign, JavaScript, MySQL, After Effects