



Snehal Solanki



Digital Product Designer • Bangalore, IN • Eddy.snehal@gmail.com

Hello | नमस्ते

I am Snehal Solanki, a Designer and Problem Solver currently based in Bangalore, India. I have been doing Digital Product Design for the past few years with a keen interest in learning and exploring new possibilities. I uncover problems and solve them. In short, I craft experiences which makes peoples life easier as they want. Since then I have successfully crafted, several products including mobile apps and websites. I'm always willing to learn more from experiences around me and by creating experiences for other people, I plan to learn and grow. I believe UX is the sum of all things. Designing a great experience is a real team effort. I work closely with team members and users to ensure that all goals and processes are well aligned. I am always ready and eager to solve problems that I encounter. If you are trying to solve our day-to-day problems and want a helping hand, reach out to me.

THIS IS HOW I GET IT DONE.

•Empathize & Define

Understanding your business and getting to know the users is where the process begins. With this insight, I can better align UX strategy with business goals.

•Design & Decide

I interpret these goals into actionable components that develop into IA cards, wireframes and prototypes to test the experience-hypothesis.

•Validate & Iterate

When users are able to respond to their experiences, that is when the conversation really begins. My ideas can be quickly validated or improved by insight.

•Build & Deploy

Throughout the build, we need to constantly communicate with the developers to address any issues as they occur and guide them to the finish line as smoothly as possible.

SKILLS & TOOLS

Design Thinking | User Experience Design | User Interface Design | Interaction Design | Branding | Print Design


I'VE GAINED 5+ YEARS OF EXPERIENCE.

- 1

UX Designer, Feb 2019 - Present

www.tribe3.com


Working with company's internal products such as loan origination system, supply chain finance and mobile application.


- 2

Digital Product Designer, April 2018 - Feb 2019

www.Risevertise.com


Responsible for leading design projects for the agency and working closely with the design and development team. Taking Major decisions for the projects and Building brand strategy with stakeholders and the clients.


- 3

UX/UI Designer, Mar 2017 - Mar 2018

www.wonobo.com


Responsible for lead design projects and contribute to product strategy: visually, working closely with the engineering team & pushing the boundaries of creativity to bring ideas to reality. Helped Redesign the entire WoNoBo Desktop app project, which converted very well & made the product a full-fledged website experience. Successfully revamped the mobile app & helped unify all the mobile platforms in terms of consistency & experience.


- 4

Visual and UX Designer, June 2016 - Mar 2017

www.city-link.co.in


Responsible for design projects and Social media posts, working closely with the digital marketing team & tech team as well. Designed the internal apps and the referral app for the same.


- 5

Graphic Design Intern, May 2016 - June 2016

www.indofash.com

Responsible for social media banners, website sliders, slicing and all graphics related works.


- 6

Flash Executive (Intern), March 2016 - May 2016

www.knowledgew.com

Worked with the animation team for making e-learning content.

I'VE STUDIED IN.

ICAT Design and Media College (2014 - 2016)

Masters degree, Multimedia Technologies.

RK Desai College (2011 - 2014)

Bachelors of Computer Applications

"Let's stop focusing on features and interfaces, and start focusing on experiences."

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