Meghna Aggarwal

742-588-5244 |Toronto, ON|Email | Linkedin | Desk4doodle | Portfolio

SUMMARY OF QUALIFICATIONS

- **Highly motivated Product design student** at Conestoga College (Interactive Media Management program) with almost 6 years of experience.
- **Passionate about creating outstanding user experiences** through a user-centered approach.
- **Skilled in:** UX Research, User Interface Design (Figma), Information Architecture, Wireframing & Prototyping, Usability Testing, Human Interaction Design, Style Guide/Design System Creation, Collaboration Tools (Miro, Mural)
- **Thrives in collaborative environments** and delivers user-centric designs that meet both user and business needs.
- **Strong communicator** who bridges the gap between stakeholders, developers, and product managers.
- **Excels at translating complex ideas** into intuitive and visually appealing UIs for a seamless user journey.
- **Lifelong learner with a passion for innovation**, seeking to push the boundaries of UX design.
- **Excited to leverage skills within a dynamic team** and contribute to future project success.

SKILLS

- **User Research & User Strategy -** User-Centered Design,Empathising (Personas, Empathy maps), Qualitative & Quantitative User Research, Customer Journey Map,User Flows, Information Architecture
- **Brainstorming -** Miro, Mural, FigJam, draw.io
- **Usability Testing -** User Zoom, UserTesting
- **Wireframing -** Axure RP, Figma, Wireframe. CC
- **Prototyping & Responsive Design -** Figma, Adobe Xd, Sketch, Website design, Mobile App
- **Graphic Design** - Branding, Logo, Business Cards, Letterhead, Photography & Video editing
- **Digital Art & Basic Animation** - Procreate, Adobe Fresco, Adobe Photoshop, Adobe Illustrator,Autodesk Sketchbook
- **Social Media Management** - Hootsuite, Buffer, Sprout Social
- **Other tools** - JIRA, Confluence, Notion
- **UI Development** - HTML, CSS, Javascript

WORK EXPERIENCE

- **Amdocs | Product Designer | Dec 2022 - Apr 2024 | Remote, India**
  - Spearheaded the design and user experience vision for the innovative 'Metro-X' project, driving a 40% increase in efficiency for Amdocs and its clients
  - Revamped the Client Customer portal, streamlining user experience for a 25% reduction in task completion time, empowering users to accomplish tasks swiftly and effortlessly
  - Developed Care and Self Care Portal for clients: Claro and Verizon, reducing support calls by 40%, leading to improved customer retention and cost savings
  - Played a key role in developing and implementing the organization's unified Design system, resulting in a 30% decrease in design inconsistencies across products and a 20% increase in development efficiency
  - Directed a creative team of 10 within the social media guild, launching PR campaigns that increased brand engagement by 50% and doubled follower growth within six months.

- **Newgen Software Technologies | Senior UX Designer | Dec 2021 - Dec 2022 | Remote, India**
  - Collaborated with cross-functional teams to understand user needs, pain points, and business requirements, translating them into intuitive and user-centered design solutions for the BPM Suite
  - Executed comprehensive UX Audits and rigorous user testing on Axis CBO Dashboards, resulting in a 40% increase in user satisfaction scores due to significant improvements in usability and clarity
  - Revamped client's Car Insurance Dashboard, enhancing information architecture for seamless

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navigation and boosting task completion rates by 35%, eliminating user confusion
- Led design workshops instilling a robust culture of design thinking across cross-functional teams, aligning stakeholders and slashing development time
- Generated impactful visual content for weekly team-building activities such as design dialogs and social media posts, fostering stronger team cohesion and enhancing company culture

- **HCL | UX Designer | July 2018 - Dec 2021 | Noida, India**
  - Crafted and executed a comprehensive learning program for design interns at HCL, increasing skill acquisition by 40% and a 25% enhancement in project contributions from interns
  - Optimized the User Management System, slashing user onboarding time by 40% and boosting administrative efficiency by 25%
  - Designed and optimized the user experience for mainframe products for IBM as a client

EDUCATION

- **Masters, Interactive Media Management| Present | Conestoga College, Canada**
  - **Major**: Interactive Media Management - Interaction Design
  - **Canadian Equivalency**: Master's degree
- **Masters, Computer Science | 2021-2023 | India**
  - **Major**: Computer Science
  - **Canadian Equivalence**: Masters degree (Two years)
- **Bachelor of Technology | 2014-2018 | India**
  - **Major**: Information Technology
  - **Canadian Equivalence**: Bachelor's degree (four years)

CERTIFICATIONS
- **UX Management** (Interaction Design Foundation - July 2024)
- **AR in UX Design** (Interaction Design Foundation - June 2024)
- **AI in Design** (Interaction Design Foundation - Apr 2024)
- **Human-Centered Design (HCI)** (Interaction Design Foundation - July 2023)
- **Google UX Design Certificate** (Coursera - May 2022)
- **Website Design** (Udemy - Mar 2022)
- **Usability Testing** (Interaction Design Foundation - Nov 2021)
- **User Research** (Interaction Design Foundation - Sep 2021)
- **Design Thinking** (Interaction Design Foundation - July 2021)

VOLUNTARY EXPERIENCE
- **Creative** at Srijan Creative Club (July 2014 - June 2018)
- **UX Representative** for Newgen's Campus Hiring (Dec 2021 - Dec 2022)