

JASPRIYA SINGH

UI/UX DESIGNER

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Work Experience

WEB DESIGNER - Opswat Inc - San Francisco, CA - Aug 2016 - Present

- Website design, development and maintenance for Opswat Inc. Creating a Japanese micro site, image assets, icons, responsive layouts and applying edits to opswat.com
- Assisting marketing team with designing solutions for branding, SEO, graphic design, and user experience. Redesigning webpages, providing creative input from concept to execution.

FRONT-END DEVELOPER - Phenoh Inc - Palo Alto, CA - Jun 2016 - Aug 2016

- Using HTML5, CSS, JavaScript, JS libraries and framework to build a website for Phenoh Inc. Creating wireframes and building visual design concepts for smooth user experience and interactions.

UX DESIGNER - Maybach Icons of Luxury - San Francisco, CA - Sep 2015 - May 2016

- Developing an E-commerce website for Maybach's luxury products using HTML5, CSS, JavaScript, JS libraries and framework. Defined, developed and documented UX design and interaction requirements/specifications.
- Creating UI Patterns and reusable components. Designing interactive wireframes in Axure, layouts, visual designs and high fidelity prototypes in InVision for webpages, concept explorations for the landing page. Constructing strong brand identity to support business and user needs. Gathering and organizing research content to improve user experience.
- Performing usability test analysis to produce innovative products and design solutions. Conceptualizing and executing ideas for print and digital communications, promotions and marketing collaterals. Assisting with product styling and photography to maximize online sales. Resizing and retouching images for web.

GRAPHIC DESIGNER - Satya Paul (Genesis Colors)- Delhi, India - Jun 2012 - Nov 2013

- Designed print and online advertisements, corporate event invites, brand visuals, store communication and promotions for Satya Paul, Bwiche and other Genesis brands. Applied visual merchandising concepts to design store layouts.
- Used creative fashion styling to promote new collections and designers. Conceptualized, designed and executed marketing campaigns for social media.

GRAPHIC DESIGNER - BBDO - Delhi, India - Jul 2011 - Dec 2011

- Brainstormed ideas for print, online and TV advertisements for Pepsi, Quaker Oats, Wrigley's, 7UP, DHL and other agency clients. Designed posters, flyers, banners, infographics, corporate presentation templates, packaging, danglers, kiosks and email marketing. Conducted market research for 7UP, Pepsi, Tropicana and provided support for other agency functions.

Skills

Front End Web Development

HTML5, CSS, JavaScript, PHP, Bootstrap, AngularJS, jQuery Mobile

Design Tools

Photoshop, Illustrator, InDesign, Sketch, GIMP, InkScape

User Interaction/Experience

Strategy, User Research, Analysis, Personas, Scenarios, Sketches, Sitemaps, User flows, Information Architecture, Storyboards, Visual Designs, Low/Hi-Fidelity Prototyping, Usability Testing

Workflows, Wireframes, Mock-ups, Prototypes

OmniGraffle, Balsamiq, InVision, Axure, JustInMind, FluidUI

Others

Wordpress, Dreamweaver, Squarespace, Basecamp, Asana, Keynote, MS Office

Education

WEB & INTERACTIVE MEDIA DESIGN - University of California Santa Cruz

(Jan 2015 - Oct 2015)

BUSINESS MANAGEMENT - Indian Institute of Technology Delhi

(Jan 2013 - Jun 2013)

MS VISUAL MERCHANDISING & COMMUNICATION DESIGN - Footwear Design & Development Institute

(May 2010- May 2012)

BA ECONOMICS MATHEMATICS - Delhi University

(Apr 2007 - Apr 2010)

Honors

Rank 1 in MS Program

Rank 5 in BA Program

Winner of University level dance competitions