

DEVEN SHARMA

USER EXPERIENCE DESIGNER

JDEVEN.GITHUB.IO/PORTFOLIO

CONTACT

P: +1 416-200-4467

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lightdirection.ca

2119 Lakeshore Boulevard West
Toronto, Ontario

EXPERIENCE

UX DESIGNER | APR 2020 | Contract

Scotiabank

- Worked closely with Product Owners, business stakeholders, and developers and influence the design decisions to transform wealth management's digital experiences.
- Created the design of user interface specifications, by applying client research, design standards, industry best practices, taking into account strategic business objectives, user needs, systems constraints.
- Participated in design review sessions with project teams, acquiring consensus and getting approvals on designs and documentation.
- Design and prototyping in Figma, Axure and Microsoft VS Code.
- Worked with the project managers to ensure that usability deliverables accommodate project timelines, budgets, technical and scope constraints.
- Contributed to the development, maintenance, and continuous improvement of efficient and effective usability methodology/process, documentation, workflow, ROI, metrics and design standards.
- Worked on Scotia iTRADE, ScotiaMcLeod, Private Investment Counsel and Scotiatrust.

UX DESIGNER | APR 2020 | Freelance / Part-time

HealthTech Connex

- Lead the design of the Neurocatch 2.0 software by establishing a robust design system, complete with UI dashboard, elements and flow.
- Conducted weekly meetings with clinicians (target users) to inform design.
- Presented findings to stakeholders, while also providing a live demo of the software.
- Established and built a new report platform (approved by Health Canada) for use with all clinics and doctors under the HealthTech Connex umbrella.
- Design and prototyping in Figma, Axure and Microsoft VS Code.

UX DESIGNER | JULY 2017 - NOV 2019

Innosphere SDG Ltd.

- Managed multiple projects for keystone client Bloomberg Tax.
- Lead the creation of consistent experiences across products and platforms through user-centered design processes, including competitor analysis, heuristic evaluations, personas, sitemaps, process flows, wireframes, mock-ups and interactive prototypes.
- Worked closely with product owners, business partners, developers, and data architects to understand business and functional requirements, as well as technical considerations.
- Coordinated design walkthroughs, feedback sessions and usability testing to validate proposed design solutions with stakeholders and end users.
- Ensured consistency across digital experiences and contributed in expanding our library of components, interaction models and style guide using React, Balsamiq, Axure and Figma.

EXPERTISE

GRAPHIC DESIGN

Photoshop

Illustrator

InDesign

CODING

HTML

CSS

Javascript

WIREFRAMING

Sketch/InVision

Figma

Axure

EDUCATION

UNIVERSITY OF TORONTO

Bachelor of Science

Major: Environmental Science

Major: English Literature

Minor: Computer Science

June 2012

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EXPERIENCE - continued

PRODUCT DESIGNER | NOV 2016 - MAY 2017

Proxy Project

- Managed the development of the Kia CPO website, by addressing all the client's database needs and providing clear and concise graphical web data.
- Designed the "Lilypad" mobile insurance application using InVision for wireframes and prototyping, Sketch for design and Principle for animation.
- Sourced, optimized and designed digital content for the Kia CPO website using Adobe Illustrator and Sketch UI Design.
- Worked closely with business analysts, business sponsors, project managers and IT teams to obtain and understand business requirements.
- Designed and presented to business stakeholders using Sketch and InVision. Interaction design using Axure.

PRODUCT DESIGNER | APR 2016 - NOV 2016

CYC Labs

- Worked with the creative and design team in Visual Studio Code to develop the Kia Fleet website using HTML, CSS and Javascript.
- Optimized the Kia Fleet website for desktop, tablet and mobile implementations using Sketch, Avocode and GitLab Repository Manager.
- Worked closely with the Creative Lead to ensure all usability and experiential goals are achieved while yielding a visual design that's harmonious with the product's style.
- Designed and presented to business stakeholders using Sketch and InVision. Interaction design using Axure.


SENIOR PRODUCT DESIGNER | JUN 2012 - APR 2016

Panorama TV

- Created storyboards, wireframes and prototypes to communicate design concepts to a broad range of colleagues, customers and end users.
- Worked with the engineering team during daily stand-up meetings to export and integrate engine-ready assets while ensuring the consistency of the artistic vision is maintained.
- Lead the end-to-end creative and UX strategy, working with engineering, product, quality assurance and customer service teams.
- Managed as interface design point person, including taking ownership of specific project deadlines and deliverables.

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