Mahathi Sharma Nirmala
Portfolio : MahathiSharmaPortfolio

Professional Experience

- A competitive professional with over 6 years of experience as a UI/UX Designer with strong experience in developing UI/UX archetypes including but not limited to prototypes, wireframes, mock-ups, low-fidelity, and high-fidelity wireframes, etc.
- Implement user-centered design principles and create appealing user interfaces for web applications.
- Develop wireframes, prototypes, and mockups to visualize design concepts and validate usability with business stakeholders and end- users.
- Design and optimize information architecture and work on navigation and content discovery for users.
- Create responsive designs for various screen sizes and devices and develop a consistent user experience across various platforms.
- Conduct usability tests and user research to gather business process insights, identify pain points and improve the user interface and user experience.
- Strong expertise in using Sketch for creating wireframes, prototypes, and high-fidelity user interface designs.
- Proficiently create vector-based graphics, icons, and illustrations in Sketch and manage artboards to organize and structure design files.
- Strong expertise in using InVision for prototyping and working on various UX design projects.
- Work on InVision to create prototypes to simulate user interactions, transitions, and animations for UX design projects.
- Work closely with cross-functional teams, including developers, product managers, and graphic designers and work towards the successful implementation of design concepts.
- Adept at ensuring compliance with Web accessibility standards as defined by the World Wide Web Consortium (W3C).
- Expertise in using Figma for implementing g various UI/UX design projects.
- Strong expertise in using Microsoft Visio for creating diagrams, flowcharts and visual representations.
- Conduct user research to gather insights into user behaviors, preferences, and pain points through various techniques including but not limited to surveys, interviews, and observations.
- Conduct periodic design reviews and feedback sessions with team members to gather input, address concerns and iterate on design concepts for continuous improvement.
- Apply creative thinking to address complex design challenges and find innovative solutions to meet both user needs and business objectives.
- Participate in brainstorming sessions and design thinking workshops to generate innovative ideas and solutions.
- Collaborate closely with developers to translate design concepts into interactive prototypes and enforce design consistency and adherence to established design systems and style guides across all digital platforms to maintain brand identity and user experience continuity.
- Efficiently comply with accessibility compliance (WCAG) in design and advocate for inclusive design practices to make digital tools accessible to all users.
- Create compelling designs with a keen eye for typography, color theory, and layout and work collaboratively to incorporate feedback from users and stakeholders to improve the user experience.
- Improve the user flows by analyzing user behavior data and increase user engagement and conversion rates.
- Strong expertise in using design including but not limited to Adobe XD, Sketch, Figma, etc to create and iterate on design concepts.

Technical Skills

Software Development Life Cycle	Agile, Scrum, Kanban, Waterfall, Scrumban, Iterative, etc.
UI/UX Skills	Prototypes, wireframes, mock-ups, low-fidelity and high-fidelity wireframes, etc.
UI/UX Tools	Adobe XD, Adobe Creative Suite, Sketch, Figma, InVision, Principle, Framer etc.
Data Analysis	Tableau, Power BI, etc.
Web Technologies:	HTML 5, CSS, JavaScript, React, NodeJS, Angular
Software Tools :	Visual Studio Code, MySQL workbench, Anaconda
Programming Languages:	C, Java, Python
Other Tools	MS Office, MS Project, MS Visio, etc.

Professional Experience

Jackson National Life Insurance (JNL), Lansing, MI   **Dec 2023 - Present**
UI/UX Designer
Roles and Responsibilities:
- Developed user personas to understand target audiences, including their goals, motivations, and challenges.
- Analyzed competitors and industry benchmarks to identify UX design trends and opportunities for differentiation in life insurance applications.
- Created user journey maps to visualize and document the end-to-end user experience, identifying touchpoints in life insurance service delivery.
- Collaborated with stakeholders, product managers, and end-users to elicit and document UX requirements and design objectives tailored to life insurance needs.
- Designed and conducted usability tests to validate usability issues, improving the UX design for life insurance web applications.
- Conducted task analysis to understand user workflows and information needs, building intuitive interfaces for life insurance professionals and policyholders.
- Developed and communicated a UX research strategy aligned with life insurance project goals and objectives.
- Worked on UX research methodologies, including usability testing, surveys, interviews, and analytics analysis, based on specific life insurance research goals.
- Conducted in-depth analysis of user behavior data, identified patterns and insights, and collaborated with cross-functional teams to create user personas based on research findings in the life insurance context.
- Designed responsive layouts in Figma and created interactive prototypes, user flows, transitions, and animations for user testing and stakeholder feedback in life insurance applications.
- Created and managed design component libraries in Figma, working on reusable design elements for consistent life insurance application design.
- Presented and shared design concepts and prototypes with business stakeholders using Figma, conducting responsive design testing.
- Provided guidance on planning, conducting, and analyzing usability tests, ensuring alignment with user research objectives in life insurance.
- Used Sketch symbols and libraries to maintain design consistency, designing responsive layouts in Sketch for life insurance applications.
- Integrated Sketch with design systems and style guides, creating interactive prototypes depicting user flows, transitions, and animations for user testing and stakeholder feedback.
- Applied and managed layer styles for efficient control and consistency in design elements like buttons, typography, and icons in life insurance applications.
- Designed surveys and questionnaires to capture user insights and feedback, developing interview protocols and discussion guides for user interviews.
- Worked on data collection and analysis processes using Tableau, conducting competitor benchmarking and analysis to identify best practices and areas for differentiation in life insurance UX.
- Used predictive analytics models to forecast user behavior and preferences, contributing to informed design and product development decisions in life insurance.
- Conducted ethnographic research to understand user behaviors and motivations in their natural contexts, focusing on life insurance environments.
- Conducted accessibility assessments and ensured compliance with WCAG guidelines, making digital products inclusive for all life insurance users.
- Performed heuristic evaluations using UX design principles to identify usability issues, using data analytics tools like Power BI and Tableau to analyze user behavior data for life insurance UX optimization.
- Worked collaboratively with end-users, analyzing user feedback, surveys, and user-generated content to identify patterns in life insurance application usage.
- Ensured all web designs adhered to W3C Web accessibility standards, making digital content accessible to all users, including those with disabilities.
- Created low-fidelity and high-fidelity prototypes to test and validate design concepts with life insurance users.

World Bank, Washington DC,   **Aug 2021 - Nov 2023**
UI/UX Designer
Roles and Responsibilities:
- Developed wireframes to outline the layout and structure of the user interfaces and responsible for developing the foundational framework for design iterations.
- Responsible for designing prototypes using tools like Sketch and Figma to depict the end-to-end user flow and functionality.
- Created designs with a focus on typography, color theory, iconography, and imagery to improve the user engagement and brand identity.
- Designed responsive layouts according to various screen sizes and resolutions and delivered a consistent user experience across various devices.
- Established clear typography hierarchy to improve readability and guide users through content.

- Applied precise alignment and grid systems to create visually pleasing layouts and designs.
- Prioritized the user's perspective throughout the design process and conducted user research and usability testing.
- Created designs catered to specific user personas and used visual storytelling techniques to convey complex information and concepts.
- Designed user flows that guided users through the product and developed and maintained visual branding guidelines,
- Developed interactive prototypes to test design concepts, validated ideas, and gathered user feedback before full implementation.
- Managed color palettes and gradients in Sketch and maintained brand color consistency and accessibility compliance.
- Used grids and layout guides to create visually balanced and consistent designs and created design handoff documents in Sketch.
- Used storyboards and wireframes to visualize design concepts and user interactions, etc.
- Developed flowcharts to depict processes, workflows, and system architectures using MS Visio.
- Developed workflow diagrams to document and analyze business processes using MS Visio and used MS Visio to create mind maps, brainstorm ideas, and visualize project scope and dependencies.
- Designed typography to be responsive and adaptive to different screen sizes and maintaining readability.
- Maintained consistency in iconography and graphic elements to provide a cohesive user experience.
- Created scalable graphics and vector illustrations that retained quality across various screen resolutions.
- Managed graphic assets efficiently and organized files and maintained a centralized repository for easy access.
- Worked on text legibility, adjusting font size, line spacing, and contrast to improve the user comprehension.
- Adjusted kerning and letter spacing as and when needed to achieve optimal typographic balance and aesthetics.
- Made sure that the typography color choices harmonized with the overall color scheme, promoting visual coherence.
- Developed flow diagrams and user journey maps to visualize the user experience and used storyboards to illustrate user interactions and scenarios.
- Produced rapid prototypes for user validation and iterative improvement of design concepts.
- Designed and implemented A/B tests to evaluate different design variations and helped the business stakeholders make better decisions.
- Maintained design documentation including but not limited to design specs and guidelines and managed design assets and version control to maintain organization and consistency across design iterations.

Reliance Digital, Hyderabad, India   **January 2019 - July 2021**
Jr UI/UX Designer
Roles and Responsibilities:
- Designed user interfaces with a strong focus on user needs and ensured UI elements were intuitive and easy to navigate for Reliance Digital's e-commerce platform.
- Created navigation menus to improve user discoverability and facilitate seamless access to content or features.
- Designed and optimized search boxes for information retrieval, including features like auto-suggestions and advanced search filters.
- Developed tabbed interfaces to organize and categorize content, improving the user's ability to switch between different sections and views.
- Developed interactive prototypes that depicted user flows, animations, and micro-interactions to enhance user engagement.
- Managed and organized design assets and resources in the asset library, creating design documentation in Figma, including style guides, design specs, and annotations for team reference.
- Designed and presented user flows and user journey maps in InVision, developing clickable prototypes.
- Annotated designs and prototypes with comments, notes, and used the asset library to store and manage design assets in InVision.
- Collaborated with user testing teams to set up and monitor user testing sessions using InVision, analyzing user behavior and feedback.
- Worked on sketches, wireframes, storyboards, and other artifacts to demonstrate the evolution of design concepts.
- Designed and implemented custom widgets and interactive elements to improve user engagement, providing dynamic functionality.
- Created prototypes to test the usability and functionality of UI elements and iterated on their design based on user feedback.
- Designed micro-interactions and animations to provide feedback to users, improving the overall user experience.
- Optimized existing UI elements to improve conversion rates and worked on improving the performance of UI elements for fast loading times and smooth interactions.
- Conducted usability tests on landing pages and improved A/B tested and optimized CTAs to enhance click-through rates (CTR) and conversion rates.

Education:

Bachelors in Computer Science from JNTUH, May 2019