**Neha Kumari**

**Sr. UI/UX Designer**

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**Professional Summary:**

* Experienced UI UX Designer with Around 8 years of experience in the stream. Excellent reputation for resolving problems and improving customer satisfaction.
* Excellent visual design skills with sensitivity to user-system interaction.
* Expertise in Web Design UI/UX Design.
* Extensive experience in creating initial web, iOS and android concepts and solutions using wireframes and rapid to high fidelity prototypes, integrating user-centered design, technologies, and business strategy.
* Experience in designing User Interface (UI) web applications by using UI authoring and web technologies. For desktop and mobile screens.
* Extensive experience in Adobe Creative Suite using Photoshop, Illustrator, Adobe Flash, InDesign, Flash, Dream Weaver CS4.
* Professional in creating Templates, Sketches, Storyboards, Mockups, Low and High-Fidelity Prototypes, Web Interfaces, Layouts, and Flow of Future Pages.
* Deep Understanding of Concept Model, Conceptual Flow, High-level Wireframe, Detailed Wireframe, Interactive Flow Diagram, Adobe.
* Strong conceptualization ability, attention to detail, and creative eye, able to solve complex business challenges, while keeping in mind needs of the end user or internal business partners.
* Experience in design Strategies, Information Architecture, UI flows, Usability testing, Web, Mobile, Tablet application design, Wireframe & Mockup Design, Rapid Prototyping, Graphic Design and Corporate Branding.
* Accomplished designer with outstanding interface performance analysis, project modeling and mapping skills. Analyzed, documented, and reported challenges effecting interface output. Critical thinker with great analytical background.
* Programming language experience in Bootstrap, JavaScript, React JS, and Angular JS helped in producing better user interfaces.
* Experience with collaboration tools like Confluence and JIRA for tracking the work and maintaining up to date environment in the project.
* Work on time constrained projects, requiring attention to detail and working within hectic schedules.
* Hands on experience in Content Management System development like Salesforce, Joomla, Drupal, WordPress, SharePoint.
* Maintain and advocate a user - centered design approach across internal and client teams as we tackle complex innovation problems.
* Excellent visual design skills with Typography, Color psychology. Collaborate and support teams to build user-centered scenarios & storyboards and translate stories to concept designs.
* Expert with Figma, Sketch, Photoshop, Adobe XD, Illustrator, InDesign, In Vision Frameworks and web associated design tools.
* Dedicated Design professional with history of meeting company goals utilizing consistent and organized practices.
* Explore critical thinking and instantly create sketches, prototypes/ mockups, wireframes that help bring design technology to life.
* To seek and maintain a position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

**Technical Skills:**

**Web Technologies:**HTML5, CSS, CSS3, Bootstrap, JavaScript, PHP, JQuery, Responsive Web Design

**Application/Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Adobe After Effects, Adobe CMS, Adobe Premiere Pro, Adobe Dreamweaver, Notepad++, Eclipse, Google Web Designer, Jira, Miro, Google Analytics, Git Repository, Confluence, MS Teams

**Wireframing Tools:** Figma, Sketch, Adobe XD, Balsamiq, Axure, Craft, JustinMind, Lucid chart, Mockflow, Drupal, Mockups, Framer, Mock plus, Sitecore, Adobe Experience Manager, Proto.io, Joomla, Zeplin, Web flow, Flow Mapp, Visual Sitemaps, Tree jack, Wireframe.cc, Optimal Workshop

**Application Frameworks:** UI Microservices

**Databases :**  Oracle SQL

**Operating Systems :** Mac OS, Mobile OS, Windows, Linux, UNIX

**Design Skills:** UX Prototyping, User Research, Wireframing, User flows, Sitemaps, Personas, Usability Testing, Heuristic Evaluation, User Empathy, Product Design, Interaction Design,Information Architecture/HCI, Interface Design, Visual Design, User Centric Design, Brand Strategy, Typography, Color Theory, Ideation, Animation.

**Testing:** Firebug, Jira, React Developer Tools, Jasmine, Karma, Mocha, Bugzilla, Mantis Bug Tracker

**Professional Experience:**

**Client: CVS Health, Charlotte, NC May 2021 – Till date**

**Role: Sr. UI/UX Designer**

**Responsibilities:**

* Rapidly created deliverables (journey map, wireframes, mockups, prototypes, etc.) and executed high fidelity design.
* Collaborated with a multi-disciplinary team of designers, researchers, product managers, and engineers to design the end-to-end user experience of our products. This includes, but isn't limited to information architecture, interaction flows, accessibility best practices, lo-fi wireframes, hifi visual mockups, prototypes, user research, and documentation.
* Led and mentored product designers within their team. Organized and oversaw the progress of design
* as it related to objectives and initiatives.
* Delivered projects on time, and were able to prioritize high impact design input. Maintained policies/processes. Enforced design standards that produced high-quality designs per the design system.
* Facilitated knowledge sharing within the team. Ensured the team is achieving quarterly objectives and key results. Focused on the professional development of all members of the team, including cultivating talent, identifying potential leaders, and developing action plans for individuals who needed guidance.
* Helped to attract and retained a team of highly skilled design professionals that are well aligned in their understanding of both company and departmental objectives, directed and evaluated their work, and
* provided feedback and guidance to ensure skills remained relevant.
* Continuously improved how the team functioned and delivered designs.
* Partnered with Product Management, Engineering and Product Marketing to support a broader product strategy.
* Encouraged and upheld high standards for our product experiences. Provided and solicit feedback from other designers to continuously improve product quality and consistency.
* Prepared and participated in design reviews. Understood and responded to data (metric tests, usability studies) to inform design decisions and recommendations.
* Conducted user testing/discovery sessions to optimize the UX experience Design for multiple variations of an asset when necessary for delivery. Fully explained creative choices made to arrive at submitted work, both verbally and in written form.
* Shared findings with our team and explained how that will affect their design decisions

**Environment**: Adobe Illustrator, Adobe XD, Adobe Photoshop, Figma, Sketch, Teams, Zoom, Google Drive, Confluence, Jira

**Client: Verizon, Basking Ridge, NJ Sep 2019 – Feb 2021**

**Role: UI/UX Designer**

**Responsibilities:**

* Developed the user interface with HTML, HTML5, CSS, CSS3, JavaScript, jQuery, Bootstrap.
* Used Responsive Web Design templates to meet cutting-edge technology requirements Implemented Page Optimization techniques for web pages, Best Practices in JavaScript and handled Cross Browser compatibility issues in web pages.
* Worked on Salesforce.com customizations using Apex (classes, triggers and web services) and Visual Force that has customizations in Salesforce.com.
* Upgraded Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
* Worked with Integration team to develop different triggers for the data transfer using callouts.
* Used the Lightning Aura framework to build the components when upgrading legacy customer portal to Community for Clients.
* Created multiple Lightning Components, added styles and Design Parameters that makes the Lightning component look and feel better.
* Worked on Salesforce Communities and Customer Portals.
* Bootstrap 4 and Pure (css framework)
* Hands on experience in writing lightweight Node.js express server, and using technologies like AJAX, JavaScript, JSON to make connections between server and databases.
* Implemented Page Optimization techniques for web pages, Best Practices in JavaScript and handled Cross Browser compatibility issues in web pages.
* Constructed web pages for application using JavaScript, & Type Script, Jquery.
* Involved in developing HTML and JavaScript for client-side presentation and, data validation on the client side within the forms.
* Worked on Bitbucket to maintain the repository.
* Used JavaScript and JQuery for custom client-side validation and DOM manipulations.
* Worked with response data from JSON & Postman
* Used AJAX coding techniques to send the requests to server and receive the results from server.
* Taking data from UI sending back to Data base with Json formate.
* Constructed detailed wireframes and interactive prototypes based on user needs, target audience, user cases, and focus groups.
* Designed wireframes, sitemap, and other prototype deliverables with the use of Invision App
* Provided deep understanding of facility infrastructure and design to fulfill specific business needs
* Worked with salesforce.com sandbox Integration and production environments.
* Salesforce Lightning Apps, Components, Controllers and Events . design InvisionApp for prototype design.
* Wrote theme from mockups from Designer for new site.
* Developed the pages that are complaint to W3C standard.

**Environment:** HTML, CSS3, JavaScript, jQuery, TypeScript, Eclipse, Ajax, DOM, Bit Bucket, Salesforce, Lightning Components, wireframes, prototypes, Mockup

**Client: Goldman Sachs, Bangalore, India Dec 2016 to Aug 2018**

**Role: UI Designer**

**Responsibilities:**

* Designed and prototyped a Data Monitoring dashboard using “Prometheus” and “Grafana” to display real-time database performance KPIs which led to support engineers’ workload reduction by 30%.
* Developed dashboards using React and High Charts to analyze, forecast and rank best open-source Databases for team’s utilization.
* Conducted A/b testing, unit testing for UI components to enhance product’s performance across different platforms.
* Utilized design systems, patterns, components, and templates to ensure consistency and scalability across different projects, promoting efficiency and maintaining brand integrity
* Participated in Software Development Life Cycle including requirements analysis, UI design, coding and maintenance.
* Completed Web/UI design with Photoshop, Illustrator and Sketch.
* Converted UI design to front-end pages with HTML, CSS and JavaScript.
* Created front-end page functions such as navigation bar, slide show, dropdown menu, button, modal form.
* Utilized jQuery to achieve client-side elements Hide, Show, Event Handling, DOM manipulation and AJAX Call on JSON response that supports user to check events information.
* Designed dynamic client-side JavaScript codes and jQuery to build web forms, page navigation and form validation.
* Maintained user login status and saved logged-in user carts’ items until they check out using User Session and Cookies even if they log out without check out.
* Used Firebug to traverse documents to debug the code.
* Manipulated Nodes using DOM and DOM functions.
* Involved in various testing methods and utilized Git to achieve version control.
* Worked in Agile environment.

**Environment:**HTML, CSS, JavaScript, JQuery, JQuery-UI, Agile, AJAX, Webstorm

**Client: Citrix R&D, Bangalore, India Jan 2015 to Nov 2016**

**Role: Front End Engineer**

**Responsibilities:**

* Develop and test HTML5, CSS3, jQuery and ReactJS-Redux that meet accessibility and web browser standards with a focus on consistency and reusability.
* Designed UI functionalities and interactive components to support on-prem and cloud infrastructure which reduced NetScaler configuration time by 50%
* Developed an inline error handling framework for NetScaler configuration forms that flagged the user’s mistake on the fly.
* Developed various UI components to incorporate an intuitive, usable, and engaging interaction with the XenMobile application, leading to a reduction in support calls by 10%.
* Implemented client-side interface using Redux.
* Solid understanding of React Virtual DOM Algorithm for React performance optimization.
* Responsible for React UI and building components library, including Tree, Slide-View, Table Grid.
* Develop various screens for the front end using ReactJS and used various predefined components from NPM and Redux library.
* Have extensive debugging and bug and issues fixing experience in ReactJS application.
* Utilized ng-react module to bind React Components to Angular Directives
* Designed and implemented Node.js APIs handling over 100 requests/second at peak.
* Building highly scalable Restful web services using Node.js/ Express framework.
* Building various API's in Node utilizing DynamoDB, Security Token Service, API gateway, Lambda.
* Creating a Responsive web application using Kendo UI for user interactions and integrating Twitter Bootstrap with React-redux and media queries.
* Providing consultation and development support services for engaging in a commercial grade search engine including Elastic search, Responsive Web Design, Test Driven Development (TDD), Continuous Integration and Continuous Delivery.
* Involved in fixing defects and Unit Testing with test cases using JUnit.
* Followed JIRA for tracking processes and streamlining agile planning.

Environment: HTML5, CSS3, JavaScript, ES6, ReactJS, React Native, Node.js, Bootstrap, Redux, jQuery, Grunt, Bower, NPM, AJAX, LESS/SASS, JIRA, Maven, JUnit, Git, Agile.