**DeviiPriya**

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**Parsippany, NJ 07054**

**CAREER HIGHLIGHTS**

* A seasoned UI/UX designer with over 12 years of experience in web/user interface design and user experience design who is highly motivated, creative, and versatile, skilled in creating and directing corporate and new Business designs. Adept at innovating user experience for the web and multimedia applications.
* Create user focused concepts and interactive solutions for a variety of ecommerce scenarios
* Own significant UX/UI design responsibilities for sections of the site and new projects.
* Work with other designers and project contributors to ensure the consistency and quality of the site
* Direct UX-based projects to refine, develop and enforce interface design, branding and UX best practices
* Work collaboratively with multidisciplinary teams to create professional and engaged user experiences for website interface and online communications
* Support Marketing by developing detailed site maps, user flows, wireframes, mockups and other product deliverables to effectively communicate UX designs and product requirements to create world-class interactive web experiences
* Assist in enhancing department vision and strategies by designing interactive experiences to support Company goals
* Maintain expert-level knowledge of competitive and complementary products and experiences
* Maintain knowledge of user interface processes, tools and best practices to achieve higher quality, lower costs and shorter time to market
* Plan, facilitate and/or execute projects, including owning entire larger impact projects, as assigned
* Research and resolve issues using appropriate resources
* Collaborate with peers and leaders to maintain site continuity and effective user experience to align with priorities and creative direction

**TECHNICAL SKILLS**

**Software Tools:**

Adobe Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, Director, CorelDraw, PageMaker, InDesign, MS VISIO, AXURE, Adobe Test & target, Google Analytics

**Web Languages:**

HTML5, DHTML and XML

**CSS:**

CSS 2, CSS 3

**Scripting:**

JavaScript, AJAX and JQuery

**Prototyping Tools:**

Axure RP pro, MS Visio

**CMS:**

Adobe CQ5, Joomla

**SE Promotion Tool:**

IBP (Internet Business Promoter)

**Video Editing Tool:**

Ulead Video Studio

**Operating Systems:**

Windows and Macintosh

**WORK EXPERIENCE**

**First Tech Federal Credit Union Bank, Mountain view, CA July 13 - till date**

*First Tech Federal Credit Union (or First Tech) is a federally chartered credit union headquartered in Mountain View, California. It is regulated under the authority of the National Credit Union Administration (NCUA).*

**Sr. UX designer**

Projects: Federal Credit Union currently uses OAO (Online Account Opening) system for the Share and Consumer Loan products. Additionally, Prime Alliance system is used for the Mortgage and Home Equity Loans. The main objective of the proposed solution is to enhance the features and automate the various functions and activities of the Online Account opening. The solution will facilitate to the Applicants and the Employees with different modules.

Digital Sales Platform (DSP) will create a consistent Online Sales experience for Members and Prospects. It allows for a flexible member experience across multiple device types (PC, Tablet, and Mobile). DSP will be the central platform for the Deposits, Consumer Loans & Credits, Mortgages and Home Equity products. This project will move all processes related to Online Account Opening on to the Salesforce.com platform with Enhanced features,Cross-selling, efficiency, Data integrity and increasing sales opportunity through a simplified Application process.

* Evaluation of the current system and creating an easy to use navigation, Dynamic and modular page layouts allow for seamless navigation between the company’s products and information tailored specifically to their user audience. The end result is a highly usable and engaging online experience.
* Gathering UI related requirements from Business and stake holders.
* Conducting brainstorming sessions on the User Interface insisting on good user experience.
* User research.
* Incorporate IA methods that include card sorting.
* Paper prototyping.
* Creating wireframes , screen flows from business requirements and use cases.
  + Progressive and Responsive Navigation
  + Exploring good user experience designs
  + Created Device Agnostic approaches to the Design
  + Was responsible for the end to end Mobile Version of the DSP product
  + Converting the designs to HTML5 pages with CSS3 which are adaptive to tablets.

**Software Tools**

Photoshop, Dreamweaver, MS Visio, Axure RP Pro.Fireworks

**Other**

HTML5, CSS3, Jquery.

**Monetize Media Pvt Ltd, Anaheim CA May2006–July 2013**

*Monetize Media Inc., is a dynamic and rapidly growing online video technology company. Their comprehensive live streaming video platform makes content management, video aggregation, publishing, syndication, and monetization of your videos easy and effective.*

**Senior UI/UX Designer**

**•** Created user focused concepts and interactive solutions for a variety of ecommerce scenarios

* Owned significant UX/UI design responsibilities for sections of the site and new projects under the direction of the UX Design Manager
* Worked with other designers and project contributors to ensure the consistency and quality of the site
* Directed UX-based projects to refine, develop and enforce interface design, branding and UX best practices
* Worked collaboratively with multidisciplinary teams to create professional and engaging user experiences for website interface and online communications.
* Gathered requirements from the client, wireframing, prototyping, implementation through completion. Working on Information Architecture, performed Usability testing for optimization of the product and web sites.
* Brochure Designs, Product Release Presentations, Product Demo for Clients, Flash based Presentations and Interactive Flash Animations. Web Development with .Net Integration and Concept Designs. Web Designs for Monetize Media Platform and Video Search.
* Designed the web site pages from the scratch and converted them into html pages, using CSS with browser compatibility, optimization of text and images, keyword insertion for improving sites to enhance natural search engine rankings. Creating corporate identities, like logo design and business cards for printing, Flash websites, brochure designs and Flash presentations/Demo for the clients.
* Managed the team and involved in Client interaction with the team members and Scope
* Understand the requirements and user types and created wireframes, mockups, low / hi fidelity prototypes kept the user centered design principles in mind.
* Performed proper techniques for user research and usability tests and gathered data for optimization.
* Identified design issues from the Team and taken initiative to resolve it with a defined Technology
* Developed effective, cohesive print material, illustrations for multiple consumer products
* Worked on CSS, table less design , IBP tools for the site promotion
* Managed visual identity
* Packaged design/lead design of product and marketing materials
* Website management/Project management
* Worked collectively with programmers and designers
* Scoped and designed for content and Published.
* Managed optimization of the websites using IBP tool

**Software Tools**

Photoshop, Illustrator, Dreamweaver, CSS, Flash, MS Visio, Fireworks, Director, CorelDraw, PageMaker, InDesign

**Scripting Language**

JavaScript , AJAX, Jquery

**Cyber Soft Technologies, Naperville IL Jul 2005 – May 2006**

*Cyber Soft Technologies is committed in bringing quality web solutions at an affordable price. With several years of rich experience in this industry, Cyber Soft Technologies can assist all existing and start-up small businesses with effective web solutions, marketing strategies and optimization techniques.*

**Sr. UI/UXand graphics designer**

* Designed the web site pages from the scratch and converted them into html pages, using CSS with browser compatibility, optimization of text and images, keyword insertion.
* Created corporate identities, like logo design and business cards for printing, Flash websites, brochure designs and Flash presentations/Demo for the clients
* Identified project issues from the Team and taken initiative to resolve it with a defined Technology
* Developed effective, cohesive print material, illustrations for multiple consumer products
* Worked on CSS and IBP tools for the site promotion
* Managed visual identity
* Packaged design/lead design of product and marketing materials
* Website management/Project management
* Scoped and designed for content and published.
* Managed optimization of the websites using IBP tool
* End to end Project Solution Delivery and Deployment for Project Closure

**Software Tools**

Adobe Photoshop, Illustrator, Dreamweaver, Flash, CSS Fireworks, Director, CorelDraw, PageMaker, InDesign.

**Scripting**

JavaScript,jquery, AJAX, HTML

**Amulya InfoTech LLC, Lewes, DE Jun 2004 – Jul 2005**

*AmulyaInfotech is an ISO 9001:2008 certified Technology solutions & Business solutions provider established since 2001. Amulya is a 100+ strong team currently serving to 60+ clients worldwide on a 24/7/365 basis. With the Indian Global Delivery Center and a broad spectrum of services, Amulya offers high quality services at a very competitive price and also provides a complete end-to-end business solution by working more towards business transformation rather than just cost centered outsourcing.*

**Web/Graphics Designer**

* Support Marketing by developing detailed site maps, user flows, wireframes, mockups and other product deliverables to effectively communicate UX designs and product requirements to create world-class interactive web experiences
* Assist in enhancing department vision and strategies by designing interactive experiences to support Company goals
* Maintain expert-level knowledge of competitive and complementary products and experiences
* Maintain knowledge of user interface processes, tools and best practices to achieve higher quality, lower costs and shorter time to market
* Plan, facilitate and/or execute projects, including owning entire larger impact projects, as assigned
* Research and resolve issues using appropriate resources
* Collaborate with peers and leaders to maintain site continuity and effective user experience to align with priorities and creative direction
* Designed more than 100 concepts had been done for ACT Software company's own templates selling site. All the web templates have unique design concept, High quality graphics, unique logo symbol, Layered Photoshop source, Images, colors, logo and buttons that can easily be edited, compatible with different browser types. Templates for different themes i.e., pets, computers, wedding, dating, clean style, furniture, web hosting, education, business, entertainment, jewelry, medical, hotels, web design etc., Most of the templates integrated with Flash intro or flash header.
* Planed the different concepts for the template design
* Created the concepts using Photoshop individually/with team
* Created flash intros, flash banners, for the templates
* Sliced and Converted the concept design to html pages
* Checked for browser compatibility
* Checked for customization quality/errors
* Maintained the database of the design templates

**Akshaya Software, Princeton NJ Jun 2001 – May 2004**

*Akshay Software Techologies Limited, incorporated in June 1987 is one of the leading India IT services company catering to the needs of corporate bodies, banks and financial Institutions in India & UAE. Our wholly owned subsidary in USA. Akshay Software International Inc. incorporated in May 1993, focuses on financial services through its partnership with SWIFT.*

**Graphics Designer**

* Responsible to produced and finished customer orders in production schedules, i.e., to created customer order for document creation purposes such as creation of business materials i.e. business cards, banners, flyers, brochures, forms, invitations, announcements, newspaper articles, logo creations and print collateral.
* Research and resolve issues using appropriate resources
* Collaborate with peers and leaders to maintain site continuity and effective user experience to align with priorities and creative direction
* Communicated with the clients to gather requirements to design Cd covers, business cards and created letter heads using Adobe PageMaker software.
* Created advertising banners and cd presentations in Adobe Flash.
* Designed and built pages for the weekly circulars utilizing database of content and images, Adobe Photoshop and Illustrator Software.
* Created circular layouts and templates in Photoshop to be used by other operators.
* Designed page to fit layout created by designers, making adjustments to fit the actual number of items to be featured Locate photographic artwork in database and/or external sources and imported art into ads, saving art files in proper format to be filed for future use.
* Created illustrations and design devices to brighten headlines, highlight special offers, coupons, etc.

**Software Tools**

Adobe Photoshop,Illustrator, PageMaker, Adobe Flash MX.

**EDUCATION**

* Bachelor’s Degree from Bharathiar University, Coimbatore, India, 2001

**Samples of work:**

Portfolio: <http://devisujai.carbonmade.com/>