MANIDEEP SAI

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I’m a UI/UX DESIGNER

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ABOUT ME

Design is a Passion that turned into a Profession from past 4 years. I love everything that has to do with Web and Mobile Design. I believe in designing experience that enrich and make users’ lives more comfortable. I’m dedicated to creating designs that sets the client apart from their competition and provide the functionality that is essential to their business. Detail orientated and committed to excellence while developing websites that are aesthetically pleasing, easy to navigate, and ultimately bring client’s more business and organizations.

KEY SKILLS

User Experience Design, User Interface Design, User-Centered Design, User Research, Rapid Prototyping, High-Fidelity & Low-Fidelity Wireframes, Mock Up’s, Storyboarding, Page Flows, User Flows, User Personas, User Interaction, Content Management,Information Architecture, Conceptualizing, Interactive Design, Responsive Design, Adaptive Design, Mobile Design, Front End Web Design, Android Design, iOS Design, Navigation Flows, Branding, Cross-platform design and Usability Testing.

EXPERTISE

In Sketch & Sketch3, Axure, Adobe Photoshop, Adobe illustrator, Adobe Experience Design, Adobe InDesign, Adobe Creative Studio, Framer, InVision, Principle, UXPin, Balsamiq, OmniGraffle, HTML, HTML5, DHTML, CSS, CSS3, Bootstrap, JavaScript, Windows, Unix and iOS Platform.

WORK EXPERIENCE

UI/UX Designer || AMEX || Phoenix, AZ || May 2017 – Till Date

Responsibilities:

* Studied user reviews on the Legacy Adobe Flash application and crafted user personas.
* Conducted heuristic evaluations on the existing application interface to determine deficiencies and made recommendations for immediate and long-term improvements.
* Redesigned the entire application to responsive layouts by creating wireframes that changed the user flow of how the application was used.
* Used Sketch to redesign the layouts and provide new set of redesigned layouts to Client and Business.
* Developed design prototypes using InVision covering all the requirements in scope and is shared online with product and development team.
* Covered certain internal tool requirement prototypes using Axure for the development team.
* Designed Mobile, Tablet and Web pages considering other consumer applications of Amex that meet business and user goals through a positive user experience.
* Established method for tracking analytics for feedback on User Interface.
* Successfullyused the Adobe Experience Design Beta version for providing processed design.
* Ensured and Maintained IDEO HCD - Human Centered Design standards throughout the work.
* Developed HTML Prototypes and UI deliverables, such as wireframes, storyboards, flowcharts, screen mockups and interface design specifications.
* Actively worked on breaking down the layered PSD into Web App using HTML and CSS.
* Developed rich SPA using Angular2 with Lazy load implementation.
* Achieved functional requirements in web pages using client side scripting languages – JavaScript.
* Worked on developing responsive layouts using Bootstrap.
* Assisted with walk-through and usability testing. Updated UI as per changing needs and requirements.
* Maintained company’s ConfluenceWiki for User-Interface best practices, procedures and style guide.
* Worked with issues like cross browser compatibility for different resolutions of the application.
* Participated in day-to-day meeting, status meeting, strong reporting and effective communication with Business, Product and Development team.
* Assisted in defining software development project plans, including scope definition, scheduling and implementation.

**Reference Link:**<https://www.americanexpress.com/platinum>

Product Designer || Home Depot || Irving, TX || Jan 2016 – Apr 2017

Responsibilities:

* Active research to keep up to date with user needs and evolving changes in the design field.
* Discussed and developed user research strategies for effective collection of user data and Prepared Design Layouts, User Flows, Sitemap and Navigation Flow Charts.
* Worked collaboratively with product leads, business analysts, and stakeholders to interpret ideas, concepts, and requirements to design wireframes for the application.
* Extensively worked close with developers in reaching the expected iOS standards.
* Used Adobe tools to design the requirements in scope which are used for functional analysis later on.
* Produced UX design and strategy using Adobe tools for product order flow application within the corporation and developed responsive web and mobile designs to support design initiatives with vendor and sales platform.
* Ensured IDEO standards with clear scope of user centered aspect of the design.
* Managed new design attributes within Sketch platform to support multiple design team workflows and delivered efficient designs using the same.
* Helped crafting future user experience with product owners and various stakeholders.
* Designed Flash elements for website and presentations.
* Used Axure efficiently in drawing prototypes for the concerned applications.
* Provided User Interface Design for mobile and web-based projects, including dashboards, widgets and products.
* Implemented designs based on research of user needs, business requirements, common interface and design solutions.
* Worked on development of design layouts and prototypes using HTML5 and CSS3 following W3 standards.
* Extensively Worked on CSS Background, CSS Positioning, CSS Text, CSS Border, CSS Margin, CSS Padding, CSS Table, CSS Sprites, Pseudo Classes, Pseudo Elements and CSS Behaviors in CSS.
* Included Responsive Design functionalities in application using Bootstrap Grid Layout.
* Good Understanding on processing platforms like SASS and LESS.
* Extensive Knowledge in developing single-page applications (SPAs) from scratch using Angular JS and React JS as per the need with appropriate routing and Lazy Loading.
* Constantly validated and refined ideas as well as collect new insights by conducting rigorous User Testing using client side JavaScript framework.
* Ensured a web based prototype sharing using InVision before development phase of the project.
* Worked on key elements of UI design such as typography, color palettes, information architecture, content management and created UI that matches the client’s requirement in color representation.
* Delivered High fidelity asset and design for core development team.

**Reference Link:**<https://itunes.apple.com/us/app/the-home-depot/id342527639?mt=8>

Web & UI Designer || AllTechMedia || India || Nov 2013 - Dec 2015

Responsibilities:

* Communicated with clients to understand their branding strategies and design goals to define layout and features to design their website.
* Developed design mockups, design prototypes, icons and graphic design elements for website.
* Provided design mockups using Sketch for requirement analysis and applicationdevelopment.
* By understanding the clients’ graphic design work requirements proposed and delivered designs to the clients within deadlines. Received feedback and rating for the work.
* Provided design prototypes using Axure covering the requirements in scope.
* Created interactive prototypes and UI specifications including screen layouts, color palettes, typography and user-interface elements.
* Identified user needs and business requirements and communicated design deliverables, such as specifications, templates, storyboards, wireframes and mock-ups.
* Liaised with product development team to help develop user research and usability tests.
* Extensively worked on HTML5 and CSS3 to in developing the user interface screens.
* Research and analysis on Single Page Application Development using – AngularJS and ReactJS.
* Gained clear exposure to different processing platforms like SASS and LESS.
* Followed IDEO while designing and W3 standards while development of the application.
* Achieved functional scope of application using JavaScript in coloration with other UI frameworks.
* Created logo for the company to use amongmarket media.
* Helped in website design and development for effective branding of their products and previous works to the clients.
* Converted business requirements into technical requirements in preparation of High level design document and functional specifications.
* Designed and modified Images/Banners as per the client requirements using Adobe Tools.
* Responsible for translating designs and concepts into highly usable and engaging web applications.

**Reference Link:**<https://www.alltechmedia.org>

EDUCATION

* Bachelor of Electronics and Communications Engineering – JNTUH - INDIA