

# Sneha Borse

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## PROFESSIONAL PROFILE

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### *Expertise – Web Designing*

- **User Interface** - Research, Collaboration, Wireframing and efficient usage of UI Prototyping tools, Visual Communication, User Empathy, Analytics, Interaction Design
- **User Experience** - Visual & Non-Visual Communication, Market Research, User Advocacy, Participatory Design, User Flow, Responsive Design Skills

### *Expertise – Graphic Designing*

- Visual Ideation
- Aesthetic Design Sense
- Hands-on experience with Adobe Suite (Photoshop, Illustrator, InDesign)
- Efficiency with Typography, Colors, Print Design, Photography and Branding
- Communication

### *Expertise- Development*

- Understanding of Front-end Development - HTML & CSS
- Familiar with Back-end Development
- Experience with Wordpress/WooCommerce/Magento Development

### *Execution - Design Lead, Direct, Manage and Deliver Projects*

- Led Project teams, Pre-sales Support, Business users Collaboration, Interaction etc.
- Understanding Project Requirement
- Ideation, Planning and Scoping
- Wireframing and Prototyping

### *Skills*

- Ability to explain ideas and information in a clear and understandable way
- Ability to take a project and dissect it into workable tasks and delegate those to a team
- Ability to manage a group of people as well as being a key player in any size team
- Designing online applications that are both visually compelling and easy to use
- Ability to translate client's objectives into solid visual concepts
- Great communication skills
- Strong Project Management and organization skills
- Working closely with Copywriters to create designs that deliver a message or concept effectively
- High proficiency in Adobe Creative Suite
- Creating design prototypes in InVision
- Producing visual assets, style guides and production guidelines for developers
- UI/UX designing for E-Commerce websites

## PROFESSIONAL HISTORY - UI/UX Designer

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### *Webwingz Software Pvt. Ltd. – Sr. User Interface Designer*

*Pune (Feb 2013 – Present)*

*Web and Graphic Designing for client's across the globe*

- Experience working with 100+ small to large blue-chip Brands in India, Australia and USA, catering to E-commerce, Business and Corporate, Travel, Food / Hotel, Technology, Blogging, Education, Music, Real Estate, Automobile, and Sports industries.
- 3 years experience of working with Australian clientele
- Crafting intuitive user experiences from initial workshops, to visual designs, all the while working alongside a dedicated agile team.

### *Responsibilities*

- Project Research
- Create design strategy - Collaborating on User Experience Planning with the Creative Director and Product Manager
- Logo Design / Creating Brand Guideline
- Crafting User Flows and design planning
- Sketching and Wireframing
- Creating working Prototypes - Work closely with Front-End to Back-End Developers
- Hand-holding with designers to convert what was visualized to reality
- Email Marketing (Visual Design)
- Design for Social Media Collateral
- Broad efficiency working on Australian E-Commerce Portal

### *Feecounter Pvt. Ltd. – Jr. User Interface Designer*

*Pune (Feb 2012 – Feb 2013)*

*Web and Graphic Designing for a Educational Startup*

### *Responsibilities*

- Designing microsite for various educational institutes which have a tie up with feecounter.com.
- Designing admin console and transaction based templates
- Building Brand Identity. (Logo, Visiting cards, Letterhead, Envelope, Brochure, Signage, Posters, T-shirt Design, Banners, Hoardings)
- Designing templates for e-commerce, business and social network websites as well as designing android applications

## EDUCATION AND CERTIFICATIONS

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- SNDT, Pune - **Bachelor of Arts (Sociology)** 2009 - 2012)
- Framesboxx Animation & Visual Effects - **Diploma of Animation (Visual Effects)** (2008 - 2010)
- Edit Institute - **Certified Web & Graphic Designer** (Feb - Oct 2012)