**Name: Shashank Pathi**

**Senior UI/UX Designer**

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**Portfolio:** https://shashankpathi.framer.website/

**Professional Summary:**

## A seasoned Senior UI/UX Designer with 10 years of proven track record of leading end-to-end user-centered design processes, encompassing research, personas, journey mapping, wireframing, visual design, prototypes, and usability testing.

* Strong understanding of UI/UX principles and design thinking to create visually cohesive and user-centric experiences.
* Proficient in creating intuitive user interfaces and seamless user experiences for web and mobile applications.

## Proficient in utilizing design tools such as Adobe Illustrator, Adobe Creative Suite, Sketch, Figma, Axure, Adobe XD, and InVision to craft visually engaging and effective design solutions.

## Proven track record in Information Architecture (IA), showcasing the ability to organize and structure complex content, ensuring optimal user navigation and comprehension.

## Experienced in creating comprehensive wireframes, prototypes, and fully functional designs that align with user needs and industry best practices.

## Familiarity with emerging technologies like Augmented Reality (AR), Virtual Reality (VR), and Voice User Interfaces (VUI), exploring innovative avenues for user interaction.

## Proficient in version control using GIT, fostering organized collaboration within teams, and utilizing Slack for effective communication.

## Skilled in integrating various third-party applications and services with Miro to enhance workflow efficiency and productivity.

## Adept at applying visual design principles, including colour theory, typography, layout, and composition, to create visually stunning and cohesive designs.

## Being an Agile and Scrum enthusiast, utilized JIRA and Asana for project management and collaborative teamwork to ensure successful project execution.

## Collaborative by nature, seamlessly working with Engineers and Business partners to shape the Application Road Map and align design initiatives with strategic business objectives.

## Committed to crafting user-friendly experiences by organizing complex information structures, designing intuitive navigation systems, and optimizing content hierarchy.

## Demonstrated ability to create impactful deliverables for various campaigns, adhering to brand guidelines and consistently ensuring consistent visual communication.

## Enthusiastic about creating Motion Graphics and Videos to enhance brand presence and social engagement, showcasing a comprehensive skill set.

## Committed to delivering innovative user experiences, consistently applying human-cantered design principles to elevate user satisfaction and engagement.

* Worked in a fast-paced agile environment with close collaboration between Product design, Marketing, and Engineering teams.
* Created New Logos, Brand Identity and Marketing Materials for Print and Digital Products for multiple brands.
* Extensive experience in integrating Google analytics and new relic and activity tracking tools and generating reports on timely bases.
* Expert with Figma, Axure, Sketch, Photoshop, Adobe XD, Illustrator, InDesign, In Vision Frameworks and web associated design tools.
* Extensive experience in creating initial web concepts and solutions using wireframes and rapid to high fidelity prototypes, integrating user-centered design (UCD), Human computer Design (HCD) technologies, and business strategy.
* Comfortable in collaborative environments, working side-by-side with developers, business owners and offshore teams, understanding their language, challenges, and constraints. Highly effective in relationship building.

**Areas of expertise:**

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| --- | --- | --- |
| **User Research and Analysis** | **Design Tools** | **User-Centered Design, Prototyping and Testing** |
| * User Research * Persona Creation * Card Sorting * User Journey Mapping * Usability Testing * Screener Surveys * A/B Testing * User Flows * Personas * Site Maps * Qualitative Research | * Adobe Illustrator * Adobe Photoshop * Adobe InDesign * Sketch * Figma * Adobe XD * InVision * Axure RP * Marvel * Balsamiq * UXPin * Zeplin * Principle * Proto.io * Slack * Miro * FigJam * Mural | * User-Centered Design * User Interface Design * User Experience Design * Iterative Design Improvements * Mobile App Design * Design Composition * Product Design * Visual Design * Wireframing * Style Guide * Typography * Prototypes * Accessibility (WCAG) * UI Framework * User Feedback Incorporation * Bootstrap * Material Design * Responsive Design |
| **Emerging Technologies** | **Soft Skills:** | **Project Management** |
| * Augmented Reality (AR) * Virtual Reality (VR) * Voice User Interfaces (VUI) | * Empathy, * Attention to Detail * Adaptability * Critical Thinking * Problem-Solving * Leadership * Collaboration | * Agile * Scrum * JIRA * Asana |

**Professional Experience:**

**Client: MasterCard, O’Fallon, MO Feb 2022- Till Date**

**Role: Senior UI/UX Designer**

**Responsibilities:**

* Worked on end-to-end user-centered design processes, encompassing user research, persona creation, card sorting, user journey mapping, wireframing, visual design, fully functional prototypes, and usability testing for web and mobile products.
* Proficient in creating intuitive user interfaces and seamless user experiences for web and mobile applications, adhering to MasterCard's branding guidelines and industry best practices.
* Conducted thorough user research, including user interviews, surveys, and usability testing, to gather insights and inform design decisions, ensuring alignment with target audience and business goals.
* Developed detailed wireframes, interactive prototypes, and user flow diagrams using tools like Adobe XD, Sketch, or Figma, enabling effective communication of design concepts and iterative refinement based on stakeholder feedback.
* Created visually appealing designs with a focus on usability and accessibility, utilizing principles of typography, colour theory, and iconography to enhance the overall user experience and brand perception products.
* Designed responsive interfaces that seamlessly adapt to various screen sizes and devices, ensuring consistent usability across desktop, tablet, and mobile platforms
* Proficient in Interaction ID Design, ensuring seamless and interactive user experiences.
* Collaborated closely with cross-functional teams including product managers, developers, and other designers to translate business requirements and user needs into effective design solutions.
* Implemented an iterative design process, incorporating user feedback and usability testing results to continuously iterate and improve the user experience, while also staying updated on emerging design trends and technologies.
* Ensured inclusive and accessible designs by following accessibility guidelines (WCAG) and designing and testing interfaces catering to users with diverse abilities.
* Successfully applied Web Content Accessibility Guidelines (WCAG) principles to design and develop websites, ensuring compliance with ADA standards and enhancing accessibility for users with disabilities.
* Contributed to the development and maintenance of design system, including component libraries, style guides, and design patterns, to promote consistency and scalability across all digital touchpoints.
* Applied strong UX design skills and a quick ability to understand work and design to efficiently address challenges and find innovative solutions, contributing to streamlined project workflows.
* Demonstrated the ability to plan, execute, and analyze usability testing sessions, extracting actionable insights to inform iterative design improvements and enhance overall user experiences.
* Collaborated closely with cross-functional teams, including UX/UI designers, developers, and content creators, to integrate IA principles into the overall design process, resulting in cohesive and user-centric digital products.
* Skilled in integrating various third-party applications and services with Miro to enhance workflow efficiency and productivity.
* Skillfully applied visual design principles, including color theory, typography, layout, and composition, to create visually stunning and cohesive designs.
* Spearheaded the design and implementation of a user-centric ecommerce platform for B2C, resulting in a 20% increase in user engagement and a 15% boost in conversion rates.
* Created and refined a B2B ecommerce portal, resulting in a 30% increase in user satisfaction and a 25% reduction in bounce rates.
* Tracked and prioritized project tasks, user stories, and defects within Jira, providing real-time visibility into project progress and potential bottlenecks.
* Proficiently utilized React and Angular frameworks to create dynamic and interactive user interfaces, ensuring a modern and engaging user experience.
* Ensure that UI/UX designs are technically feasible with the help of bootstrap, Material Design.
* Showcased familiarity with emerging technologies like augmented reality (AR), virtual reality (VR), and voice user interfaces (VUI), exploring innovative avenues for user interaction within design projects.
* Thrived within Agile and Scrum methodologies, utilizing JIRA and Asana for effective project management and collaboration, ensuring timely and successful project execution.
* Created navigation lists using list elements in HTML and form validations with JavaScript.
* Designed and implemented JavaScript libraries using namespaces, prototypes, functional programming, and module pattern.

**Environment:** Sketch, Figma, Axure, Adobe XD, Photoshop, Visual Design Principles (Color Theory, Typography, Layout, Composition), Agile, HTML, CSS, JavaScript, Angular JS, AJAX.

**Client: Otsuka Pharmaceutical, Wilmington, DE Dec 2019-Feb 2022**

**Role: Senior UI/UX Designer**

**Responsibilities:**

* Created innovative user experiences and consistently adhering to human-centered design principles results in enhanced user satisfaction and engagement.
* Collaborated closely with product owners and business managers to meticulously gather and assess user requirements, ensuring alignment with design objectives and business goals.
* Utilized advanced charting techniques and graphical elements to highlight patterns, correlations, and outliers within datasets, aiding in the identification of actionable insights data visualization.
* Designed interactive dashboards that allowed end-users to explore and analyse data trends, facilitating a deeper understanding of key metrics and performance indicators.
* Stayed updated on Miro's latest features and updates, incorporating new functionalities to continually improve collaboration processes.
* Skilled in maintaining feature parity across web and mobile platforms, ensuring consistent user experiences across devices.
* Applied best practices in IA to create scalable and adaptable structures for websites and applications, accommodating future growth and content expansion.
* Leveraged Figma, Axure and InVision to translate user needs into actionable designs, producing wireframes and prototypes that effectively communicated design concepts and interactions.
* Conducted rigorous usability testing sessions, incorporating valuable user feedback to refine designs and optimize user experiences, leading to iterative improvements.
* Enforced web accessibility standards (WCAG) to create inclusive designs that accommodated users of all abilities, fostering an environment of usability and inclusivity.
* Provided training and guidance to development teams on ADA, Section 508, and WCAG best practices, fostering a culture of accessibility awareness and ensuring ongoing compliance in digital projects.
* Applied colour theory, typography, layout, and composition principles, consistently delivering visually appealing and cohesive designs aligned with brand aesthetics.
* Used design systems and pattern libraries to establish and maintain consistency, facilitating streamlined collaboration and scalability.
* Ensure that UI/UX designs are technically feasible with the help of bootstrap, Material Design.
* Involving with bootstrap, material design, optimize the application for optimum performance and scalability
* Crafted effective micro copy and strategically optimized content placement to guide users intuitively through the interface, ultimately enhancing user engagement and satisfaction.
* Provided consultative insights and design reviews, collaborating cross-functionally to align design solutions with user task flows and business requirements.
* Stayed updated on Miro's latest features and updates, incorporating new functionalities to continually improve collaboration processes.
* Utilized SharePoint Designer and modern SharePoint tools to create responsive and mobile-friendly layouts, optimizing the user experience across various devices.
* Develop static representations of websites to visualize the overall layout and design before the development phase as responsive design.
* Designed various UI elements, including Navigation Components, Input Controls, and Information Components, such as Icons, Buttons, Cards, list boxes, and Text fields, enhancing user interaction and engagement.
* Expertly managed version control using GIT and facilitated efficient communication within Slack teams, fostering a collaborative and organized work environment.
* Followed certain set of standards to improve performance of JavaScript code.
* Involved in developing various generic JavaScript functions used for validations.
* Integrated design systems into HTML/CSS, ensuring consistency and brand adherence across multiple platforms.
* Developed interactive prototypes using HTML and CSS, allowing for a more tangible representation of design concepts during stakeholder presentations.
* Utilized Angular/React components to create interactive and dynamic user interfaces, improving overall user engagement.
* Proficiently utilized React and Angular frameworks to create dynamic and interactive user interfaces, ensuring a modern and engaging user experience.
* Integrated Java and JavaScript functionalities into the UI design, enhancing overall user interactions and application responsiveness.

**Environment:** Figma, Axure, InVision, UCD, HCD, Augmented Reality (AR), Virtual Reality (VR), Photoshop, Voice User Interfaces (VUI), Agile, HTML, CSS, JavaScript, Angular JS, Notepad, AJAX

**Client: Franklin Templeton, Stamford, CT Oct 2017 – Dec 2019**

**Role: Senior UX Designer**

**Responsibilities:**

* Collaborated with founders during discovery sessions to gain insights into B2B customer pain points and potential areas for product development.
* Translated qualitative and quantitative data into interactive visual displays, enhancing user comprehension and engagement.
* Applied best practices in data visualization to enhance the clarity and accessibility of information for stakeholders, resulting in improved decision-making processes.
* Developed personas and conducted empathy mapping to inform user-centered design decisions, resulting in more intuitive and effective interfaces.
* Applied Visual Design Principles to create visually appealing icons, presentation graphics, and infographics that effectively communicate complex information.
* Executed end-to-end design processes, including Information Architecture, Wireframing, and Prototyping, ensuring seamless user experiences across channels.
* Leveraged Adobe Photoshop, Illustrator, and Adobe XD to design and prototype interface solutions that met user needs and business goals.
* Conducted Usability Testing and Heuristic reviews, systematically identifying usability issues and providing actionable recommendations for improvement.
* Crafted clean and organized Information Architecture, enhancing user journeys and ensuring content discoverability on websites and applications.
* Collaborated with product management and engineering teams, ensuring visual designs aligned with B2B customer requirements and technical constraints.
* Created comprehensive wireframes and high-fidelity prototypes using tools like Adobe XD, streamlining design iterations and user feedback loops.
* Produced visually consistent and appealing final design assets, ensuring a seamless transition from concept to implementation.
* Contributed to creating visually stunning Keynote presentations and enhancing communication with stakeholders while awaiting website feedback.
* Worked on responsive web interface design

**Environment:** Figma, Sketch, In Vision, Visual Design Principles, Adobe Photoshop, UCD, HCD, Wireframing, Prototyping, Adobe XD.

**Client: Nuline Systems, Hyderabad, India Nov 2015 – Sep 2017**

**Role: UX Designer**

**Responsibilities:**

* Designed and prototyped research to create more approachable experience for a web and tablet-based order management tool using Figma, Axure, Adobe XD and InVision.
* Approached project with a user centered design process that required meeting with different business analysts to understand the user’s needs and business goals.
* Evaluated existing workflows and shared with team members my findings and explain how those findings would affect my design decisions.
* Solely responsible for the UI design that included the hierarchy layout and constant visual patterns for each screen, buttons, typography and color schemes.
* Worked in an Agile environment and lead the re-design of an existing web application which allow users to design their own greeting cards, stationery and variety of other products online.
* Worked in tandem with another UX designer to create sitemaps, workflow processes, wireframes and prototypes for the web application using Balsamiq Mock-ups.
* Created a new unified style for the web application template including all elements such as colours, fonts, form elements, and icons. Designs were created using Adobe Photoshop and Illustrator
* Collaborated back and forth with back-end development team to ensure designs remain intact throughout the development life cycle.
* Worked collaboratively with the managers, sales teams and marketing to analyse performance and pain points of existing website and determine necessary design modifications to improve conversion of online sales.
* Developed user journeys and interaction patterns to optimize the B2B customer experience and created visual designs and illustrations to enhance user engagement.
* Utilized Sketch and Photoshop to create wireframes and high-fidelity designs, and rapidly prototyped to test and validate designs.
* Worked on responsive web interface design, pre-designed theme and layout as a responsive design.
* Collaborated with content creators to ensure messaging and content aligned with the client's brand and target audience.

**Environment:** Figma, InVision, Sketch, Photoshop, Illustrator, In Vision, Touch-based mobile interaction, iPad.

**Client: Timon Global Systems, Hyderabad, India Apr 2014 – Nov 2015**

**Role: UX Designer**

**Responsibilities:**

* Generated creative and user-centric design concepts, simplifying complex ideas to enhance usability.
* Worked closely with a creative team, actively participating in collaborative brainstorming sessions to generate innovative design ideas.
* Updated and improved existing artwork to stay relevant and aligned with evolving design standards.
* Managed the entire design process, from conceptualization to the delivery of finalized designs, ensuring a seamless workflow.
* Created visually compelling designs for printed materials, maintaining consistency with the overall brand identity.
* Bridged the gap between project development and marketing by creating designs that align with organization’s goals, ensuring cohesive brand representation.
* Identified and addressed design issues promptly, applying analytical skills to find effective solutions.
* Organized and executed design tasks within established timelines, delivering high-quality work with precision.
* Developed static representations of websites to visualize the overall layout and design before the development phase as responsive design.
* Collaborated with cross-functional teams including product management, sales, and legal to ensure designs aligned with business goals and met legal requirements.

**Environment:** Sketch, InVision, Photoshop, Illustrator, Sitemaps, Touch-based mobile interaction, iPad.

**Education:** Bachelor of ARTS in Dr.BR Ambedkar University, Hyderabad, India, 2013.

**Certification:** Coursera Certifications.

1. **Foundations of User Experience (UX) Design**

https://www.coursera.org/account/accomplishments/verify/S4KD8DCW4CS9

1. **Start the UX Design Process: Empathize, Define, and Ideate**

https://www.coursera.org/account/accomplishments/verify/KZ2B7E3F755W

1. **Build Wireframes and Low-Fidelity Prototypes**

https://www.coursera.org/account/accomplishments/verify/2DYP97VQEHZ5

1. **Conduct UX Research and Test Early Concepts**

https://www.coursera.org/account/accomplishments/verify/8YC7ECQHREUY

1. **Create High-Fidelity Designs and Prototypes in Figma**

https://www.coursera.org/account/accomplishments/verify/KGGLVX5436BH

1. **Design a User Experience for Social Good & Prepare for Jobs**

https://www.coursera.org/account/accomplishments/verify/ML823EU5YDE4